

# The National CLEANER & Dyer

APRIL, 1951



BUDGETTED DEPARTMENT ANALYSIS AND PLANT GROUP ..... Page 30

WETCLEANING GADGET SAVES TIME, MONEY, LABOR ..... Page 40

HOW TO REPLACE STORE GIRLS IN SALES SPOTLIGHT ..... Page 50

SELLING BOOSTS PROFITS OF SHOE REPAIR FIRMING ..... Page 76

ADVERTISING FEEDBACK  
Opinions of American Merchandisers  
regarding their business shown  
with many photos of sales  
players. Pages above this  
note TV ad. See page 60.



## Are clogged filter screens slowing up your production?

HERE'S ONE WAY to keep your washer loads on the move . . . and, at the same time, get the benefits of improved filter and washer operation . . .

By using Hyflo\*, the original high speed filter powder, you'll keep filter pressures low longer . . . keep your solvent flowing freely . . . and have less down time for cleaning filter screens and replacing filter cloths.

You'll get all this because Hyflo has characteristics that are especially suited to dry-cleaning requirements . . . with a particle fineness that is exactly right for trapping out all dirt—lint, dust and other solids . . . allowing crystal clear solvent to flow freely through the cake that builds up on the screen.

You'll find that Hyflo helps save on solvent recovery costs, because the solvent requires distilling less often, and therefore requires replacing less often. You'll find, too, that its use results in a number of other economies . . . such as faster, more thorough cleaning and rinsing, less odor troubles, fewer re-dos . . . benefits that Hyflo gives you from start to finish of the job.

To find out more about Hyflo and how to use it correctly, ask your dealer for a copy of the 48-page Dry Cleaner's Handbook. It's full of valuable suggestions that will help you increase your filtering efficiency. Johns-Manville, Box 290, New York 16, New York. \*Reg. U. S. Pat. Off.

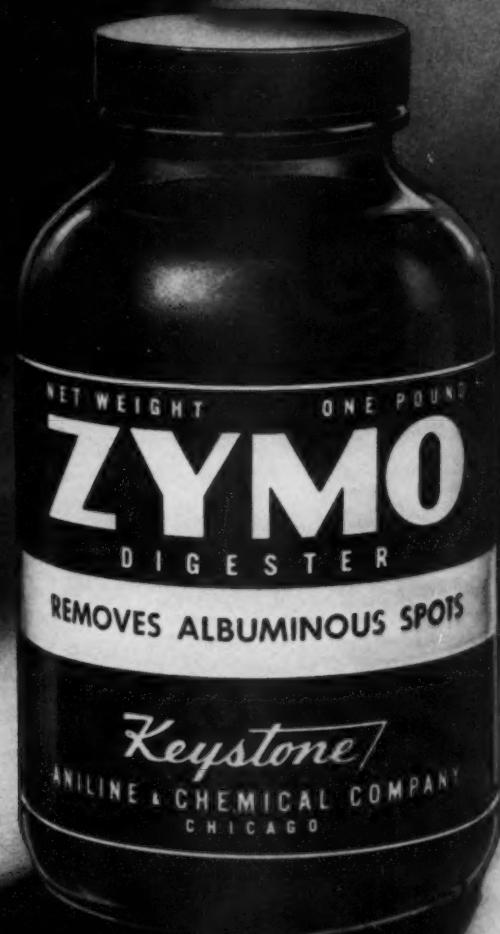


**Johns-Manville**

# HYFLO

the original high speed Filter Powder





4 Cases (24) lb. Jars . . . 3.80 per lb.

1 Case (6) 1 lb. Jars . . . 3.95 per lb.

One 1 lb. Jar . . . 4.50 per lb.

it's a modern

# National CASH REGISTER

with

## ADDING MACHINE FEATURE!



This new Class 21 National Cash Register is designed expressly to save you time and money—eliminate mistakes—and increase your profits. No cash register so complete has ever been offered at such a low price!

Large figures at the top of the register show clearly the correct price of each item as it is recorded. This protects customer, merchant, and salesperson.

Sales of more than one item are mechanically totaled, thus eliminating mistakes in addition, saving valuable time, speeding customer service, and winning customer confidence.

See how each amount is printed in large, "quick-check" figures on the new illuminated detailed audit-strip. The last 11 items are always in sight. The detailed audit-strip is a printed, permanent record of each day's business, sale by sale. Special keys identify salespeople,

departments, and kinds of transactions.

And the new Class 21's Built-In Adding Machine feature can be used at any time without disturbing the locked-in cash register records. It saves valuable time, and prevents costly mistakes in your daily figure-work. Its electric operation is fast and easy. The standard keyboard enters ciphers automatically, and has easy key touch.

Phone your nearest National office today for a demonstration. Or, write to the Company at Dayton 9, Ohio.



**THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO**



**"SET IT and FORGET IT"**

...with

**RELIABLE**



Positive Protection against  
the ravages of excessive  
humidity and heat, moth  
damage, and contaminated  
air.



CONTROL PANEL



RELIABLE

FUMIGATION EXHAUST UNIT  
CAPACITY: 25 GALLONS

**PROTECT  
Valuable Fur Garments**

with one of

**RELIABLE'S**

**3-POINT STORAGE PLANS:**

(One is sure to fit your needs)

1. Individualized Installation to meet a particular need.
2. Model 10 Reliable Package Unit Vault Conditioner with *independent Fumigation and Ventilation equipment*.
3. Model 12 Reliable Package Unit Vault Conditioner with *completely integrated Refrigeration*.

Let Reliable advise you which of the above 3 plans will best suit your *particular* need from the standpoint of efficiency and economy.

### PROOF OF EFFICIENCY:

We have on file many case histories which show how one season's receipts from Fur Storage have more than paid for Reliable installations. May we plan a similar profitable investment for you?

**RELIABLE**

**RELIABLE FUR STORAGE EQUIPMENT CO. DIV.**

RELIABLE MACHINE WORKS, INC.

231 EAGLE STREET, BROOKLYN 22, N. Y.

#### MAIL THIS COUPON NOW

Reliable Fur Storage Equipment Co. Div., 231 Eagle St., Brooklyn 22, N. Y.

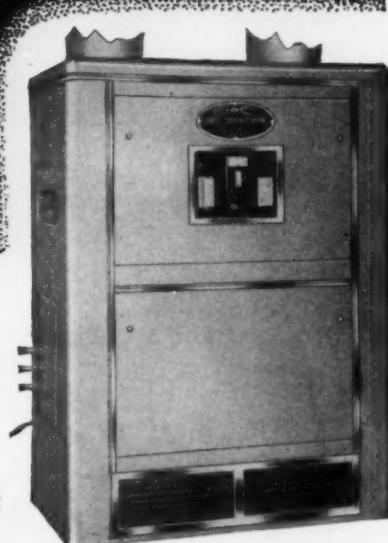
Please have your representative call to see us on \_\_\_\_\_ at \_\_\_\_\_ (date) (time)

We are not in the market right now, but we would like to have additional information for future reference.

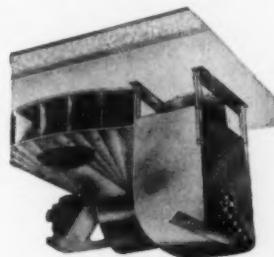
Send us descriptive literature on your fur cleaning equipment.

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



MODEL V.C. 10 PACKAGE UNIT  
U.L. APPROVED



AIR INTAKE UNIT

# National CLEAVER and DYER



VOL. 42

APRIL, 1951

NO. 4

**E**ACH of us has a cross to bear, but our associate editor's is unduly burdensome. It is made lighter only by the knowledge that his burden is shared by a very large percentage of English-speaking males. We refer to those men blessed with the name of "John"—and cursed by the tactlessness of those who refer to certain plumbing facilities, or the equivalent thereof, as "the john."

## NAPPRBJ



JOHN

fixtures were nicknamed after their English inventor, another John.

This is strictly a nonprofit organization, and membership is restricted to those who bear the unfairly abused name of John. An impressive certificate of membership, highly suitable for framing, is issued to each new member, with the insignia illustrated here emblazoned thereon. It carries the organization's motto "Anything but JOHN." (Membership is not restricted to persons in the drycleaning, laundry or allied trades industries.) A nominal initiation fee of two bits is charged to defray expenses.

Each member also receives a duly inscribed membership card, bearing a lengthy list of more suitable names to be suggested to people who are at a loss for a reasonable substitute.

Advertised only by word of mouth, this group has grown by leaps and bounds, but to hasten the good work it seemed fit to tell you about it here. Any further information can be obtained from John J. Dunn at this office.—W.R.P.



JOHN?

## CONTENTS

Letters to the Editor .....	19
Sig <sup>n</sup> s of the Times .....	19
Business Builders .....	94
Gadgets and Gimmicks .....	39
Editorials .....	36
Drycleaning Clinic .....	by William R. Palmer 38
New Wetcleaning Device .....	by John J. Dunn 48
Something To Crawl About .....	46
Chain-Store Contest .....	50
How To Cut Your 1951 Income Tax .....	by Roy Kammerman 58
Twenty-Five Years Ago .....	by Lou Bellow 54
Gentlemen Clerks .....	by John J. Dunn 58
Cross-Tex Collar .....	by David G. Kaplan 60
Questions and Answers .....	64
Summer Comfort .....	by Lou Bellow 66
Association Notes .....	70
N.I.C.D. News .....	74
Shoe Repair Service .....	76
Legal Decisions .....	by A. L. H. Street 80
Shrinkage in Rug Cleaning—Causes and Cures .....	by S. E. Swanson and E. A. Leonard 84
Progress Report on Serviceability .....	94
Emulsions in Drycleaning .....	by J. H. Koob and J. L. Stauby 102
New Jersey Rug Men Meet .....	by John J. Dunn 108
Utah's Third Convention .....	108
Crowded Program at Charlotte .....	by William R. Palmer 110
New York Rug Cleaners Convene .....	by John J. Dunn 112
Price Control Upheld in Oklahoma .....	by William R. Palmer 114
News Notes in the Trade .....	119
People and Places .....	133
Obituaries .....	137
Meetings Scheduled .....	139
Classified Advertisements .....	140
Advertisers' Index .....	144



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*Now 25¢ per Gallon  
Less  
Than 1948 Price*



**BASE FOR MAKING FILTER SOAP**

It is only through the savings in overhead made possible by ever-increasing volume that we can sell Anolite at \$7.75 in cases today as compared with our \$8.00 case price in 1948. The current spiralling raw material market has taken its toll, but we are still 25c under 1948.

**R. R. STREET & CO. INC., 561 W. MONROE ST., CHICAGO 6, ILLINOIS**

**Finest Buy in the Land...on Every Count!**

# NEW 1951 CHEVROLET **Advance-Design TRUCKS**

These new 1951 Chevrolet trucks are tops in value. They're tough and rugged. They're loaded to the brim with power. They're thrifty . . . move massive loads . . . handle like no other truck. Chevrolet's latest haulers have 51's finest new features, too. Features like new, super-effective brakes that are extra-safe and easy to operate. Features like Chevrolet's Dual-Shoe parking brake, Chevrolet's new Ventipanes and new cab seats that bring you comfort with a capital "C." Visit your Chevrolet dealer and look over these great new trucks. You'll find the right truck for *your* job!

CHEVROLET MOTOR DIVISION, General Motors Corporation  
DETROIT 2, MICHIGAN



## ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—the 105-h.p. Loadmaster or the 92-h.p. Thrifmaster—to give you greater power per gallon, lower cost per load • POWER-JET CARBURETOR—for smooth, quick acceleration response • DIAPHRAGM SPRING CLUTCH—for easy-action engagement • SYNCHROMESH TRANSMISSIONS—for fast, smooth

shifting • HYPOID REAR AXLES—for dependability and long life • NEW TORQUE-ACTION BRAKES—for light-duty models • PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES—for medium-duty models • NEW TWIN-ACTION REAR BRAKES—for heavy-duty models • NEW DUAL-SHOE PARKING BRAKE—for greater holding ability on heavy-duty

models • NEW CAB SEATS—for complete riding comfort • NEW VENTIPANES—for improved cab ventilation • WIDE-BASE WHEELS—for increased tire mileage • BALL-TYPE STEERING—for easier handling • UNIT-DESIGN BODIES—for greater load protection • ADVANCE-DESIGN STYLING—for increased comfort and modern appearance.



# Give Fatty Acids The Boot With Blue Label DARCO



... And Get Sweet-Smelling,  
Quality Dry Cleaning!

You can boot fatty acids right out of the shop by doing this *every morning* before you start operations:

First, precoat. Then, add Darco to your washer and recirculate solvent until clear. Now you're ready to run the first load.

You do this only *once* a day—if you use enough Darco *every day*.

There's no need for special "sweeteners" when you use Blue Label Darco—it kills off the *cause* of odors by trapping the residues that foul your solvent. The regular use of Darco *keeps* your solvent clear and clean . . . color-free and odor-free.

See your Darco distributor *now!* Write for the Blue Label Darco instruction card.



## DARCO DEPARTMENT ATLAS POWDER COMPANY

Darco General Sales Offices

60 East 42nd Street, New York 17, N. Y.

# "HOTTER, SOONER" SAVES YOU MONEY

Yarway Impulse Steam Traps get equipment hot and into production faster. Extra profits!

Then they keep it continuously at peak operating temperatures for maximum production. More extra profits!

What's the reason for *better, sooner*? Just this. When steam is turned on, Yarways open wide, discharging the air and condensate in a burry — closing only when steam arrives. Then, when operating temperature has been quickly reached, the little valve (only moving part) literally floats on the load... discharging heat-retarding condensate as soon as it forms instead of waiting for quantities to accumulate. Thus equipment is held at peak operating efficiency.

Other economical features of Yarway traps—minimum maintenance, easy installation, low initial cost.

More than 600,000 Yarways have already been installed. Sold by distributors throughout the world.

Try a Yarway today... standardize on Yarways tomorrow.

**YARNALL-WARING COMPANY**  
138 MERMAID AVENUE, PHILA. 18, PA.

*Stainless Steel Body*

**YARWAY** **IMPULSE STEAM TRAP**

Yarway Impulse Steam Trap with new stainless steel body.

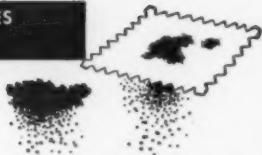


Nest of Yarway traps installed with Yarway Strainers on cloth dryer. Note small space required.

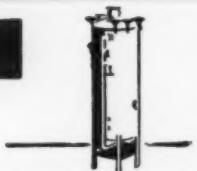
# ERUSTO ENERGEX

**cleans out dirt like never before  
...and here are 4 big reasons why!**

**DISINTEGRATES  
SOIL**



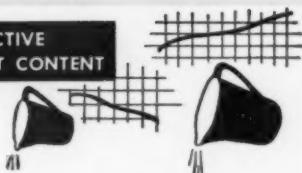
**FEWER  
SCRAPEDOWNS**



**BETTER MOISTURE  
DISPERSION**



**HIGHER ACTIVE  
INGREDIENT CONTENT**



Erusto Energex, the energized de-soiler, is an amazingly different dry cleaning compound that gives your garments new lustre and brings delightful satisfaction to your customers! Erusto Energex, a newly-developed product with intense cleaning action, offers you 4 big advantages in one package:

**1**

The energized components of Energex not only loosen soil, but also have a disintegrating action that breaks down soil into real fine particles. This action explains why Energex digs out dirt from the heaviest woolens and the most fragile silks . . . also dissolves the dulling films on whites and colors.

**2**

Energex does not contain free fatty acids—therefore odor troubles and unnecessary filter screen scrapes-downs are eliminated.

**3**

Energex will form stock solutions with moisture that are stable for days instead of hours. This increased stability means better dispersion of the moisture in the washer.

**4**

The high active-ingredient content of Energex gives you a better cleaning job at exceedingly low cost.

**Remember . . .** Energex has been tested in plants throughout the country. Try it! You'll find that a small amount works wonders!

- Use ordinary solvent clarification methods
- Use in all types of petroleum or synthetic solvents
- Use with ammonia or any present day moth repellent
- Use wherever dry cleaning soap is ordinarily applied

**PENN SALT**

**dry cleaning and laundry products**

Pensal • Perchloron • Panozone • Erusticide • Erusto Salts • Erusto Blues • Quaker Blue • Erustolin • Erustosol • Erusto Filter Soap • Energex • Erusto Synthetic Solvent Soap • Erusto-Cetic • Erusto Oil, Paint and Grease Remover • Erusto Dry Spotter • Erusto Wet Cleaning Soap • Erusto Pre-Spotter • Erusticator • Erustolax • Ferocator Salts—Trade Marks Reg. U. S. Pat. Off. Also: Penbrile • Sparkette • Thrifax.

**SEND FOR THIS FREE BOOKLET TODAY!**

Laundry & Dry Cleaning Dept., Pennsylvania Salt Mfg. Co.  
2049 Widener Building, Philadelphia 7, Pa.

Dear Sirs:

Please send me your free booklet, "How to Dry Clean Economically."

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# LETTERS to the editor



## Automatic Checking Tags

Dear Editor:

We would appreciate your letting us know where we may obtain marking tags as described in your article "Automatic Checking and Coded Invoices" in your January 1951 issue.

SYDNEY W. GARRISON

Manager, Moultrie Laundry & Dry Cleaning Co.  
Moultrie, Georgia

Mr. James G. Mackenzie will have to advise you of the source of their Automatic Checking and Coded Invoices. The address c/o New England Laundries, Inc., 12 Beacon Street, Somerville, Mass.

It is my understanding that either Mr. Mackenzie is going to produce these himself or else he has an arrangement with a manufacturer to handle them for him.—EDITOR.

Theft through bundle drops is more talked about than done, but there are several precautions that can make a bundle drop practically theftproof. One is a bright light over the drop door, on the outside of the building. A small spotlight, while seeming to advertise by focusing attention on the drop, may actually make it much too conspicuous for shenanigans.

## "Antique" Equipment in Scotland, Too

Dear Editor:

I was interested in looking at your February number to see an illustration of an old filter press which Messrs. Street, of Chicago, had installed twenty-four years ago.

It might be of interest to you to know that we had a similar press working on drycleaning equipment in the year 1913 which is quite a time ago.

This was laid aside shortly after that when one of the first Sharples Clarifiers came on the market.

I would just like to let you know that we have always been interested in your paper, of which we have a high opinion, and look forward to its reception every month.

E. D. KENNEDY

Castlebank, Glasgow Alexander Kennedy & Sons Ltd.

## The Bundle Drop

Dear Editor:

You have printed several pictures from time to time of "bundle drops" but not the details of how they can be made. Would you please send me information on how to make one that will prevent someone from reaching through and hooking the garments back up through the door. Is a special door used?

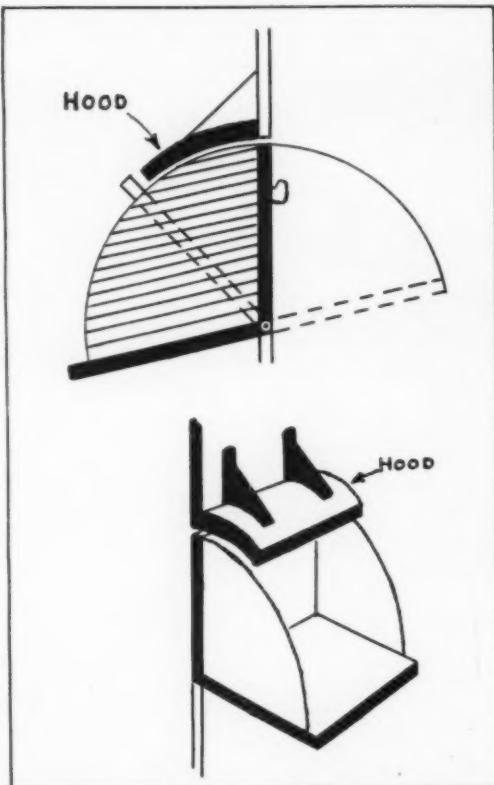
PAUL M. VENABLE  
Paul's Cleaners

Ocean City, Maryland

The diagram will show how one type of bundle drop may be made. Either steel or wood can be used. It is important that the back of the trough have sufficient pitch to insure that the bundles slip off promptly. In fact, its surface should be waxed and polished frequently to keep it as slippery as possible.

The hood over the inside of the trough serves two purposes: it prevents anyone from reaching in and hooking garments back through the drop; and it keeps the drop so unbalanced that when the customer lets go of it, its weight on the plant side will cause it to close and spill the bundle.

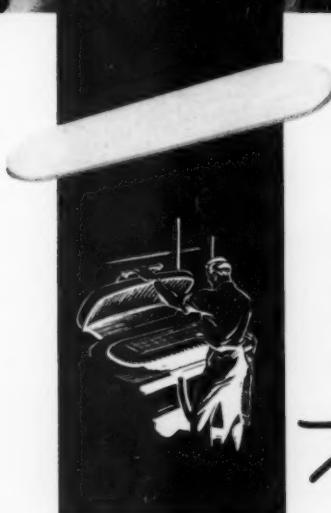
The sides can be attached either to the trough or the hood, but it is preferable to use them on the trough to strengthen it. It will have to stand considerable banging.



If the drop feeds into a chute passing through the plant floor to the basement, theft worries are practically nil. Otherwise the drop should be at least four feet from the floor so that several bundles can accumulate without propping the drop partly open. A good slick slide under the drop can also be used to shunt the bundles away from the opening.

Another problem is the nuisance of kids who contribute dead cats or garbage to the cause. The spotlight is particularly effective in discouraging this type of pest. Also, while it is quite unlikely to happen, precautions ought to be taken against vandalism by fire. The area near the drop should be clear of all inflammable material. If a hamper or truck is used, it too should be fireproof. It would also be a good idea to have one of those fusible flasks of fire extinguisher positioned near the pile of garments—Editor.

# Best Answer to a Pressing Problem



HERE you see a simple demonstration that shows why AIRFOAM makes the best press pads—you can actually blow cigarette smoke through this latex cushion.

It's this porous construction that makes AIRFOAM the ideal top layer for press pads. Because of AIRFOAM's myriad inter-connecting air cells, full vacuum draw is assured—with no possibility of steam escaping at the edges. What's more, AIRFOAM is easily cleaned right on the press, saving time, speeding production.

And here's another worth-while advantage: AIRFOAM lasts far longer than conventional materials. Its long life and trouble-free service make it your thriftest buy and best good-will builder. Write and we'll give you complete information.

Address: Goodyear, Airfoam Dept., Akron 16, Ohio.

*Airfoam*  
**SUPER-CUSHIONING BY**  
**GOOD YEAR**  
THE GREATEST NAME IN RUBBER

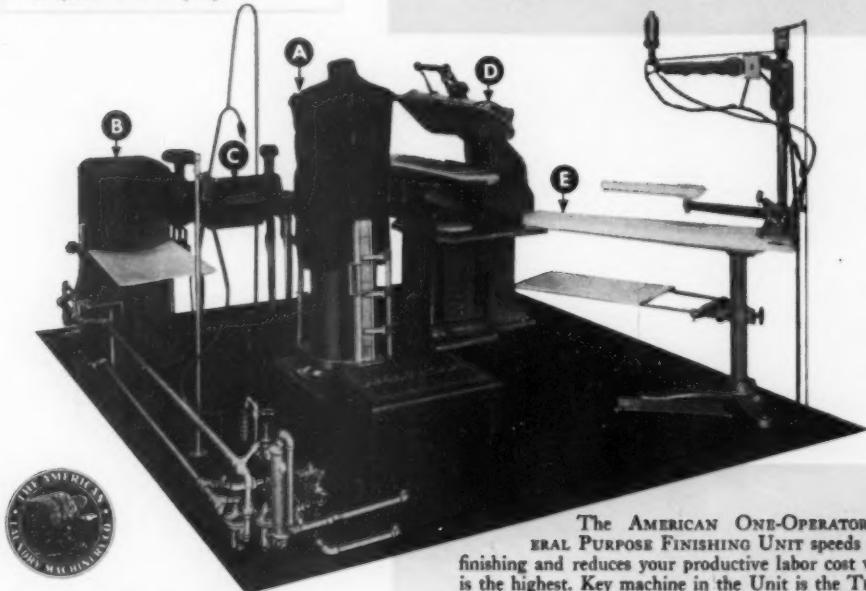
Airfoam - T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

CUT YOUR COSTS

WHERE IT COUNTS MOST...

**AMERICAN ONE-OPERATOR  
GENERAL PURPOSE  
FINISHING UNIT**

- A—TRUFORM Steam & Air Finisher (with Short Coat Form).
- B—Sleeve Finisher.
- C—Puff Iron Unit with Mushroom and Shoulder Puffers.
- D—Utility Press.
- E—Ironing Board with Steam Iron. Complete with 3 Spray Guns.



**DRY CLEANING DIVISION**

The

**AMERICAN**

**LAUNDRY MACHINERY CO.**

CINCINNATI 12, OHIO

**I**ndustry studies show that over 43% of the productive wages in the average dry cleaning plant are paid to finishing operators. So, for biggest savings, the place to cut costs is in your finishing department.

The AMERICAN ONE-OPERATOR GENERAL PURPOSE FINISHING UNIT makes remarkable savings by reducing finishing department personnel . . . turning out finest quality work with fewer operators. Everything from plain and fancy dresses to men's and women's long and short coats are completely finished by one operator in the one unit.

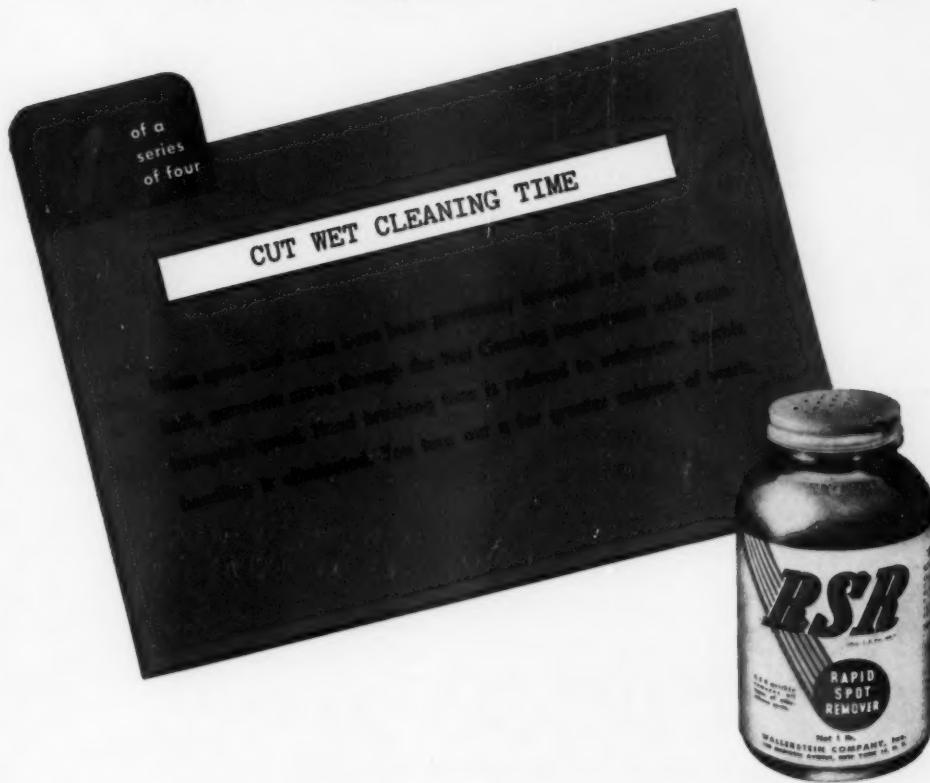
There is no lost time or motions transferring garments from one operator to another . . . no time wasted waiting for work from another operator, then finding parts that need finishing. With minimum motions, the one operator completely finishes each garment without it ever leaving her hands. Responsibility is centered in one operator, making it possible to maintain better control of quality.

The AMERICAN ONE-OPERATOR GENERAL PURPOSE FINISHING UNIT speeds up your finishing and reduces your productive labor cost where it is the highest. Key machine in the Unit is the TRUFORM Steam & Air Finisher, with quickly interchangeable Ladies' Garment, Long Coat and Short Coat Forms for fast, low-cost finishing of nearly every type of garment.

**DON'T WAIT . . . INVESTIGATE** the savings you can make with The AMERICAN ONE-OPERATOR GENERAL PURPOSE FINISHING UNIT. **WRITE TODAY** for additional information.

You gain four ways plus when you

*Digest before wet cleaning*



Soiled enough to be wet cleaned? Then put the garment into an RSR digesting bath to begin with and you'll save time, trouble and labor. This is being proved with profit over and over again every day. Remember, too, that while spots, stains and soil are being loosened in the bath, your time is free for other work.

Send for advance proofs of series  
showing 4 ways you will gain by  
"Digesting before Wet Cleaning."

WALLERSTEIN COMPANY, 180 MADISON AVENUE • NEW YORK, NEW YORK

*Chemicals you live by*



## AS LONG

## AS PERMITTED . . .

Not why we are going through another period of shortages, but what we can do about it is the thing we want to keep in mind. DIAMOND is producing Carbon Tet and Perchlorethylene as rapidly as possible.

For eighteen years DIAMOND has been supplying the Dry Cleaning industry. You can bet your shirt it's good business for us to keep on supplying you as long as we are permitted to do so.

If your DIAMOND Dry Cleaning distributor cannot furnish you with one solvent, he will try to deliver the other.

---

DIAMOND DRY CLEANERS

---

DIAMOND ALKALI COMPANY...CLEVELAND 14, OHIO





Endorsed by the Industry

Resillo

# FOAM MONEL

**PADS for**  
Dry Cleaning Presses..

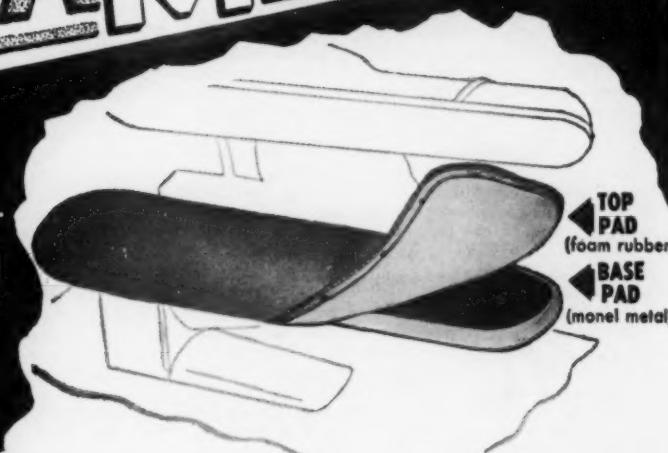
**America's Most Economical  
Best Performing Pad!**

Following two years of intensive research and development, Resillo engineers have now made available for the first time a superior pad for dry cleaning presses—with the perfect combination of the resiliency of foam rubber combined with the durability of monel metal—that will provide superior finishing at the lowest possible cost.

## Resillo's GUARANTEE...

The new Resillo FoaMonel Pad carries the ACCEPTED Resillo guarantee—the FoaMonel Base Pad (monel metal) is guaranteed for two years, and the FoaMonel Top Pad (foam rubber) is guaranteed for four months. Both are minimum guarantee periods. With normal care FoaMonel will last much longer.

- Eliminates frequent costly changes.
- Most economical pad, combining foam rubber resiliency and monel metal durability.
- Provides a higher quality pressing.
- Constructed in exact accordance with press manufacturer's specifications.
- A permanent type padding—secured to press by eyelets and wires.
- The only foam rubber pad with metal base.



SOLD BY RESILLO JOBBERS EVERYWHERE

# Resillo PRESS PADS

RESILLO COMPANY • 2328 WEST NELSON STREET • CHICAGO 18, ILLINOIS

# SIGNS

# of the times



## DEFENSE DATA:

**Wage Regulations:** The general wage regulation forbids the payment of wages, salaries and other compensation at a higher rate than that paid on January 25, 1951, without authorization of the Wage Stabilization Board. This includes vacation and holiday payments, employer contributions to insurance or welfare benefits, pension funds or annuities, overtime rates and premium payments.

However, a great deal of leeway is allowed on the basis of exceptions which do not require authorization. Exceptions particularly applicable to organized workers include increases provided for by a written agreement on or before January 25, or increases formally determined and communicated to employees before that date, or increases resulting from the award of an arbitrator or referee, provided they were to take effect after January 25 and before February 10.

Also excepted are payments under agreements made and effective before January 25, calling for increases to accomplish intraplant adjustments, where the adjustments were not made before that date because it was necessary to determine how they were to be allocated among different job classifications. Increases to meet minimum wage laws, federal or state, do not require authorization.

Increases may be granted to individual employees, without WSB approval, under the following conditions:

1. Increases for merit and length of service given in accordance with a plan in effect on or before January 25 (the written agreement or notice to employees must be kept available for inspection). The plan must contain job classification rate ranges, and the increase must be made at the normal time for review for merit increases or for length-of-service increases. If the plan does not provide for a specific increase or percentage, it cannot exceed the average amount of all such increases made in that job classification during 1950, nor must the amount exceed the maximum rate for the classification.

Where no plan was in effect before January 25, increases for merit and length of service may still be made if the employee has not received such an increase during the preceding year and if the number of employees receiving such increases does not exceed the proportionate number granted per month during 1950. The increase must not exceed the average for the job classification during 1950 or for employees doing similar work, nor must the wage rate be higher than the maximum for the job classification or for that of an employee doing similar work.

2. Increases based on bona fide transfers or promotions may be made, but they must not exceed the maximum rate range for the new jobs.

3. Rates for new or changed jobs may be fixed according to plans or procedures in effect on January 25. If there is no plan, they must be in balance with the existing rate structure.

4. New employees should not be paid more than the minimum rate range for the job classification. However, they may be paid for special ability and experience within the rate range corresponding to those qualifications.

Employers must keep records of each wage and salary adjustment made under 1 to 4, in accessible form for inspection by the Wage Stabilization Board.

5. Increases may be made according to variations in individual earnings due to normal operation of incentive plans, commissions, overtime payments and similar auxiliary pay practices, if they are based on a collective bargaining agreement or other plan or practice in effect before January 25.

A subsequent wage regulation (No. 6) provides the opportunity to adjust wage and salary inequities caused by the increased cost of living. It allows increases up to 10 percent above the level of January 15, 1950, without further approval. Up to the 10 percent limit, so-called "escalator clauses" in bargaining agreements may be put into effect until June 30, 1951. These agreements allow for percentage wage increases based on percentage rises in the cost-of-living index. Increases paid in accordance with such agreements must be reported to the Wage Stabilization Board.

**Maintenance, Repair and Operating Supplies:** Regulation 4 of the National Production Authority permits businesses to use a priority rating (DO-97) to obtain operating supplies, materials for necessary maintenance and repairs, and capital additions (not exceeding \$750 for any one complete capital addition or improvement). To apply the rating, write on a paper attached to the order to your supplier, "DO-97, Certified Under NPA Regulation 4," and sign your name.

Quotas are figured for a quarterly period, based on one-quarter of the dollar amount of maintenance, repair and operating supplies used during 1950 or the nearest fiscal year. Seasonal difference may be allowed, if desired, by basing the quota for any quarter on the corresponding quarter of 1950. New businesses may acquire for MRO purposes the minimum amounts necessary for operation up to \$5,000 a quarter without NPA permission.

Businesses do not have to use the DO-97 rating for MRO supplies unless they wish. However, if they do use it, then they must henceforth limit such purchases to their quotas. If a businessman uses more than \$1,000 worth of MRO per quarter, he must record the expense as a charge against his quota; if he uses less, he need only keep a record of the transaction. Every firm using the rating must keep complete records for the duration of the regulation and two years after.

**Restrictions in Canada:** A shortage of steel in Canada has led to restrictions on the use of steel without government authorization in practically all kinds of



## **Make sure it's a DAVIS Plate —only Davis can give you Fabric-Renewing Pressing**

A press is only as good as its plate. Replace worn-out plates now with brand new Davis fabric-renewing plates. It's the one sure way to keep your presses performing like new, at the finishing end. Davis Plates are made of bright, long-lasting aluminum . . . they get hot lightning fast, retain the heat to speed every pressing and drying operation. Because aluminum doesn't stain or get dirty, it can't soil light-colored fabrics. Because Davis Plates (utility-press size) have 300,000 perforations, they steam and press faster; steam spreads evenly over the entire pressing surface. The cushion of steam between the plate and the garment prevents shine and impressions. Davis Plates press any fabric, rejuvenate all fabrics, pay for themselves quickly in increased production alone. Don't wait—assure yourself of an adequate supply of Davis Press Plates now!

Hoffman XC05, 07, Pantex 45, N.Y. 42 and other 36" to 46" models. \$14.85  
Mushroom models . . . \$11.00 47" to 54" models . . . . 19.25

**Buy an Extra  
Davis Plate  
now—while  
it's available**

**ORDER FROM YOUR SUPPLIER TODAY**

**Davis**  
**SPECIALTIES, INC.**

MANUFACTURERS • CHICAGO 24

**Now is the  
time to buy  
HOSE too!**



**DAVIS Uniflex  
Leak-prufd Hose  
assures continued  
performance of  
your presses**

The best guarantee of uninterrupted operation of your presses is a set of Davis Uniflex Hose. Ordinary hose is brazed or welded and eventually springs a leak. Davis Hose has a patented leak-prufd fitting with mirror-smooth surface that permits an absolutely perfect seal—no leakage—no costly shutdown of a press. The floating flange allows quick attaching of hose and eliminates any twist when final assembly is completed. Play safe—buy a set for every press.



Made in all sizes for  
all models of cleaning  
and laundry presses

civilian construction, including drycleaning plants and laundries.

# #

**Drive Against Fire Hazards:** Launching a vigorous drive to clamp down on establishments not conforming to local safety ordinances, Fire Marshal Dreves of Tampa, Florida, started by closing down a drycleaning plant until it installs new equipment, now on order. The drive was prompted by the fact that some plants are still not complying with the regulations, which have been in effect three years.

According to the Tampa official, the foremost fire hazard in cleaning plants is inadequate and improper insulation of drycleaning equipment. Other important factors are improper boilers and cleaning fluids spilled on floors.

**Public Service by Drycleaners:** In accordance with a request by President Truman and the National Stabilization Board, Mayor Melley of Chelsea, Mass., has appointed a twelve-member committee to help encourage residents to cooperate with price controls. Among the members is Edward Messer, proprietor of a local drycleaning establishment.

**Co-Operative Dry Cleaners (Toronto) Ltd.** is cleaning all clothing collected in the area for the Canadian Save the Children fund. The clothing is to be sent to needy children in Europe and the East.

Members of the Dry Cleaners Association of Amarillo (Texas) have presented a contribution to Boys Ranch. Officers of the group are Thad Ansley, president, and Armand Doche, secretary-treasurer.

Owner F. H. Mandt of Dixie Cleaners, Deland, Florida, has a standing offer to clean any American flag free.

E. A. Sternberg, owner of Tekamah (Nebraska) Cleaners, recently celebrated the firm's second anniversary by treating the children of the community to a movie matinee.

# #

**Fifty-Year Testimonial:** Drycleaner Wallace P. Berry, owner of Berry's Incorporated, of Augusta, Maine, was the guest of honor at a testimonial dinner celebrating his 50 years in business. Mr. Berry was praised by the guest speaker, Representative Charles P. Nelson, for his activities in civic affairs.

# #

**Verdict Against Miami License Fee:** The Florida Supreme Court has rendered a verdict against a Miami ordinance levying a \$250 occupational license fee on wholesale drycleaning establishments. The court discharged a cleaner who had been arrested for failure to comply with the law. The cleaner's attorney had claimed that the ordinance was discriminatory, tending to penalize the small drycleaner and to protect the larger ones. As a result of the decision, the city will have to make refunds to about 30 cleaners who paid the fee during the past year.

# #

**Small Business Aids:** Among recent bulletins published by the Business Information Service, U. S. Department of Commerce, Washington 25, D. C., are several that may be of interest to drycleaners. No. 513 discusses retail-store lighting. No. 516 describes post office services, including aids on revising mailing lists, and No. 516 takes up "Appraising and Buying a Retail or Service Business."

(Continued on page 130)

FROM TIES  
TO TEE SHIRTS

You clean them faster, more profitably with the aid of I-R equipment!

Investigate this complete line of different pumps and compressors designed by Ingersoll-Rand for faster cleaning operations:

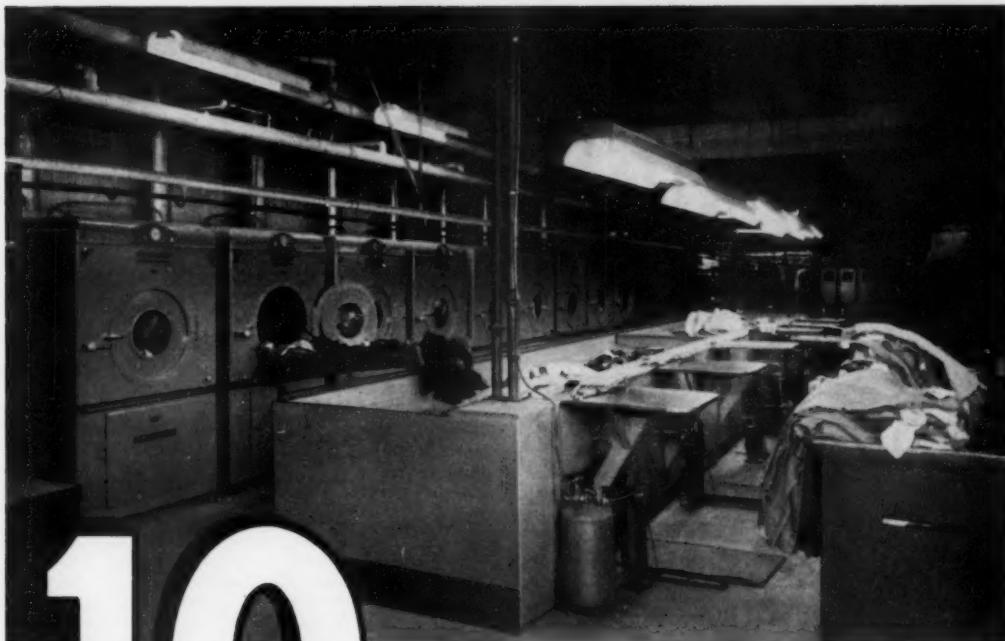
**I-R Motorpumps:**  
New open impeller construction, and featuring new design improvements, these smaller motorpumps do the work of larger, rotary type pumps. Longer life, less power consumption.

**I-R Compressors:**  
I-R has put years of know-how into these units. Tests prove they set new records for volume of compressed air delivered per h.p. input, more air where you need it, at less cost. Write for engineering data.  
Know your I-R Laundry Equipment Supplier—put his experience backed by I-R engineering know-how to work for you.

**Ingersoll-Rand**  
11 Broadway, New York 4, New York.

FROM PUMPS  
TO COMPRESSORS...

I-R EQUIPMENT MEANS PROFITABLE CLEANING OPERATIONS



\***10**

*A battery of the new GROSSAIR Open-End TUMBLERS installed  
in the La France Dry Cleaners plant in Youngstown, Ohio.*

# 10 REASONS WHY LA FRANCE DRY CLEANERS

## *Does Better and More Dry Cleaning*

The GROSSAIR Open-End Tumbler\*\* is a completely new engineered piece of equipment—engineered in function and streamlined in form to the highest degree of drying and deodorizing efficiency—a radical departure in tumbler appearance and performance! Every technical advance of the cleaning industry has been added to the many exclusive developments pioneered by GROSS: it is not like other tumblers—it's new—it's modern—it's compact!

\*One tumbler not in view

\*\*Manufactured in 42 and 36 inch diameter

Write for Bulletin G-50-S-A  
... the guide to RAPID  
LOW TEMPERATURE DRY-  
ING ...

Foreign Correspondence  
Invited

Founded 1923



## GROSS MACHINERY CO., INC.

*Originators and Manufacturers of the World's Finest Dry Cleaning Equipment*

179 HALBERT ST.

BUFFALO 14, N. Y.

# BLENDSON

AMERICA'S FAVORITE FILTER SOAP

A Scientific blend of  
HIGHLY REFINED OILS, DETERGENTS,  
EMULSIFIERS AND HOMOGENIZERS

Blendsol combines all the ingredients required to provide the lusterous and removal and whitening potential when using the popular steamized fresh-soap-in-water method in the filter system.

The components selected for emulsification and homogenization also provide for the making of outstanding mixture stocks which in turn disperse into a finely divided colloidal state in washer solvent.

- ★ Builds No Filter Pressure.
- ★ Leaves No Trace Of Soap Odor.
- ★ Produces Perfect Dispersion  
Of Water In Washer Solvent.
- ★ Requires Only Nominal Amounts  
Of Sweetener Powder For Complete  
Removal From Filtered Solvent.

Made by chemists who know filters best!

R. R. STREET & CO., INC.



1 WEST MONROE ST., CHICAGO 6, ILLINOIS

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National Cleaner & Dyer

When writing to advertisers please mention The NATIONAL CLEANER & DYER

#### Factory-Mixed for Busy Operators

Blendsol is ready for use, just as it comes from the drum.

Skillful mixing at the factory relieves the busy operator from the inconvenience of preparing dry stocks.

When drawing Blendsol from the drum for cleaning those classifications which require no added water, the operator has complete confidence that all ingredients have been perfectly mixed in accurate proportions at the factory.

For those classifications which do require added water, the operator finds that Blendsol lends itself to convenient preparation of outstanding water stocks.

#### Uniformity and Efficiency result of 24 Years of Chemical Research

The new Blendsol reflects the know-how resulting from chemical research started when pressure filtration was first introduced to the dry cleaning industry and which has continued without interruption during the ensuing years.

This assurance of strict uniformity has special significance during periods of shortages resulting from war. The high standards for testing of raw materials and finished product which we maintained throughout War II are being followed with equal skill and tenacity during the current emergency. By standardizing on Blendsol the busy operator can direct his attention elsewhere, with the comforting assurance that each washer load will be cleaned with uniformly outstanding results.

#### Expert Field Technicians at Your Service

Our field service is nation-wide.

A factory-trained technician is near you. We invite you to use him as a consultant.

Although the use of Blendsol requires no special instructions, and the directions on the label provide a simple technique for producing quality cleaning, our field technician in your community may be called in for service pertaining to solvent analysis, filtration, distillation and all other phases of cleaning room operation.

# YOU ARE LOOKING

at the most important advancement  
in finishing methods in the history  
of the cleaning industry



*See it demonstrated... Consult your Jobber or Write Direct*

**EXCELSIOR MACHINERY COMPANY**  
1454 RANDOLPH ST. • DETROIT 26, MICH.

Distributors in Principal Cities

# BUSINESS BUILDERS



## Window Cartoons Draw Crowds

"THE next time you send out laundry or dry-cleaning, send it to the Varsity Cleaners, the store with the cartoons in the window."

That is the radio advertisement used for the Varsity Cleaners at Boulder, Colorado.

The idea started when one of the employees began pinning cartoons from weekly magazines on the wall over the counter. At times the store became so crowded with cartoon readers that it was almost impossible to transact business.

The managers wisely decided the idea was too valuable to discard. They now display the cartoons by pinning them on a bulletin board 4 feet long and 3 feet high which is placed in the window. The cartoons still attract attention without interfering with business at the counter.

Frequently someone comes in and requests that a cartoon be saved for him when the display is changed.



The managers find that if the person wasn't previously a customer, he often becomes one. Customers and others who read the cartoons regularly often bring in cartoons to add to the display.

An average of 18 cartoons are displayed each week. Changing the display takes only about 15 minutes, but the managers occasionally spend an evening collecting the cartoons from magazines. They further attempt to make the display interesting by keeping it seasonal. Sometimes, too, a cartoon is labeled with the name of a well-known local character who fits the idea depicted.

The window display stimulates business enough to convince Varsity Cleaners that it pays to subscribe to seven or eight of the weekly and monthly magazines to obtain the cartoons.

## Plastic Curtains

ON each side of the counter at Lion Cleaners, North Platte, Nebraska, there is a cabinet which extends out 10 feet from the partition between the store and

the plant. Both for dust protection and to dress up the store an attractive plastic curtain was hung at the opening of each side cabinet.



PLASTIC CURTAINS protect side cabinets. False set can be seen behind counter. Note display inset.

According to the office manager, Mrs. Ralph Kramer, this left two bare, unattractive partition sections on each side of the finishing-room door behind the counter. To overcome this she had two false sets made to correspond with the side cabinets, hung drapes of the same kind of plastic on each side of the false sets, and placed a vase of artificial flowers on a small pedestal in the center of each set.

The result was an attractive store which has brought many compliments from customers.

## What's in a Name?



CAPITALIZING ON NAME has been profitable for George Heavens of Ventura, California. Trucks carrying his trademark, "Heavens! The Cleaner," make excellent traveling billboards.

**SAVE ON SOLVENT . . .  
SPEED UP PRODUCTION WITH**

# TROY

**"BUSINESS BUILDERS"**

### ELECTROCLENE WASHERS

Install streamlined new Electroclene Washers to improve the appearance of your plant . . . save solvent . . . and get increased production. All operating parts of Electroclene Washers are fully enclosed, yet readily accessible. Easy to lubricate. Six sizes: 30" x 30", 30" x 48", 36" x 36", 36" x 48", 36" x 54" and 36" x 64". Motor-driven and belt-driven models.



### TROY-OLSON SUPER-FLOW FILTERS

Patented scraper, filter cone design make sludge removal easy. Exclusive backwash system eliminates manual and mechanical scraping. 7 sizes: 1000 through 10,000 gallons per hour.



### SUPER-FLOW STILLS (not illustrated)

Heater and pre-heater coils are removable for easy inspection and cleaning. Sturdily constructed, easy to install and operate.



### ATLAS DRYCLEANING EXTRACTORS

Recover more solvent . . . get better quality drycleaning in less time and at lower cost. Patented "Center-slung" design provides maximum safety. "V" belt motor driven, available in 40" and 48" diameters. Slower speeds for "system license" cleaners.

**WRITE FOR FREE TROY BULLETINS** — Bulletins available on all Troy drycleaning equipment, including Troy-Mercury Petroleum Units, Troy-Vic Synthetic Units, Garment Presses. Complete with illustrations and operating details.

### TROY LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.

EAST MOLINE, ILLINOIS

ANNOUNCING . . .



VIC'S  
140 F  
DRY CLEANING  
UNIT

VIC 140 F DRY  
CLEANING MACHINE  
IS BUILT ON THE  
EXCLUSIVELY  
NEW . . .



ACTION

\*Vic machines are stabilized by Vic's exclusive new "4 spring action" construction... No special foundation needed.

\*SPRING

WORLD'S LARGEST LINE  
OF SYNTHETIC EQUIPMENT  
EASY MONTHLY  
INSTALLMENTS

Write for  
OUR FREE BOOKLET  
"TO HELP YOU MAKE MONEY  
IN YEARS TO COME."

MAIN OFFICE  
AND PLANT      **VIC CLEANING MACHINE CO.**

1313 HAWTHORNE AVENUE • MINNEAPOLIS 3, MINN.

NEW YORK • ST. LOUIS  
22 W. 3RD ST. • 3338 N. UNION • LOS ANGELES  
8460 S. MAIN

District Offices and Display Rooms in the following Cities:



# FUMOL out in front!



## First Choice for Dependable MOTH PROTECTION

More and more, America's drycleaners have come to recognize FUMOL as the time and laboratory tested\* leader in moth control. At the lowest possible cost, too! More and more, America's drycleaning customers prefer FUMOL moth protection! Millions of garments have proved FUMOL dependable. That's why FUMOL moth control products are out in front!



Independent testing laboratories have found that FUMOL products meet the rigid specifications for moth protection.

- Soluble in Solvents!
- Moisture Free!

# FUMOL

CORPORATION  
VAN DAM STREET AND BORDEN AVENUE  
Long Island City 1, New York



# out in front!



TESTED  
FUMOL  
MOTH PROTECTION  
PRODUCTS  
LEAD THE FIELD!

FUMOL OS 40

for Use in Petroleum Solvent Systems

FUMOL SS 60

Synthetic Solvent Systems

SECTOFOG

Double Action Moth Fogging

MOTH SECTOL

Double Action Moth Spray

The sign of DEPENDABLE  
FUMOL MOTH PROTECTION

SCREENS for  
your windows  
and trucks



Also WINDOW STREAMERS • TAGS  
CIRCULARS • MAT ADVERTISEMENTS

### FUMOL CORPORATION

Van Dam Street and Borden Avenue  
Long Island City 1, New York

Dept. C-2

Yes, we want to know more about Dependable  
FUMOL MOTH PROTECTION and how it can help us  
build Sales.

Check System    Petroleum    Synthetic

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Jobber \_\_\_\_\_

Send Literature    Please Check

# 1951 reasons why new Metros<sup>\*</sup> fit your multi-stop delivery requirements



If you're wondering how to step up multi-stop delivery efficiency in the face of 1951's demands for getting work done at lower cost and with less manpower, remember this:

New Internationals with Metro bodies offer even greater efficiencies than the Metros that solved so many delivery problems in the toughest years of the '40's. Here's why:

**1. \$11,000,000 Silver Diamond engine.** New power and pep as well as new thrift and economy are built into the new valve-in-head Silver Diamond power plant. You get a full-pressure lubrication system, micro-finish main bearings, 100% counter-balanced crankshaft, and other advancements.

**2. Faster deliveries.** You make better time in city traffic. Improved steering, short overall length, and wider front axle tread enable you to thread more easily through narrow streets, park more easily in cramped spaces, and turn more easily in the shortest practical circles.

**3. Easier loading and unloading.** Lower Metro floor height makes the driver's job easier, saves extra time and effort in making deliveries from front or rear. In addition, the Metro interior provides increased ceiling room for easier, faster stacking of bundles.

**4. Increased driver comfort.** Drivers sit in foam-rubber comfort on a roomy seat, get full front visibility through five large glass areas, enjoy more positive steering control as well as greater maneuverability from a more comfortable driving position.

**5. Heavy-duty engineered stamina.** Even the smallest Metro has extra strength built into every part. You get the savings in operation and maintenance and the long life that have kept Internationals first in heavy-duty truck sales for 19 straight years.

**6. Choice of 6 different models.** Six different models in the Metro line assure you exactly the right truck for your delivery operation. GVW's range from 5,400 to 11,000 lbs.; body capacities, from 235 to 375 cubic feet.

Get the complete information about America's most popular multi-stop delivery truck. See your nearest International Truck Dealer or Branch, soon.

\*Metro. Registered trade mark of The Metropolitan Body Company, Inc., subsidiary of the International Harvester Company.

International Harvester Builds  
McCormick Farm Equipment and Farmall Tractors  
Motor Trucks .. Industrial Power  
Refrigerators and Freezers

International Harvester Company - Chicago



See the new

## INTERNATIONAL TRUCKS

*Every model heavy-duty engineered for longer life*

# MR. DRY CLEANER!

Do you know that Stauffer is among the first and largest producers of cleaning fluids?



CARBON TETRACHLORIDE  
99.99% PURE

•  
**ZOL**  
A DRY CLEANING FLUID  
WITH A CARBON TETRACHLORIDE BASE

- Yes, way back when the industry first started, Stauffer was manufacturing Carbon Tetrachloride of exceptional purity for dry cleaning use.
- Stauffer's Carbon Tetrachloride is 99.99% pure, and is always a clear, colorless liquid because it is free from suspended material. Remember, it is the exceptional purity of Stauffer's Carbon Tetrachloride that assures quality, odorless dry cleaning. You can benefit yourself and your customers by specifying Stauffer's Carbon Tetrachloride when ordering from your regular distributor.
- Stauffer's Carbon Tetrachloride, 99.99% Pure, is shipped in 55 gallon non-returnable metal drums.

## STAUFFER CHEMICAL COMPANY

420 Lexington Avenue

221 North LaSalle Street

824 Wilshire Boulevard

636 California Street

424 Ohio Building.

New York 17, N. Y.

Chicago 1, Illinois

Los Angeles 14, Calif.

San Francisco 8, Calif.

Akron 8, Ohio

APOPKA, FLA.

NO. PORTLAND, ORE.

HOUSTON 2, TEX.

WESLACO, TEX.

## GADGETS

# and gimmicks



### Belt and Tie Holder

**E**SPECIALLY designed boards are being used in the Sunshine Laundry and Cleaners in Columbia, South Carolina, for assembling belts and ties. The plant is using day tags with the customer's name printed on them which means that the assembly is done alphabetically.

The sections of the assembly rack are divided by 3-foot boards to which are screwed panels containing the first letters of orders assembled in the respective sections. These boards have notches cut diagonally about two-thirds of the way across. As the ties and belts are received they are hung in these notches to await the arrival of the orders to which they belong.



ASSEMBLY DIVIDERS also hold belts and ties

These boards have several merits. One is that the assembler needs to search among at the most 8 or 10 belts to find the one she wants. Another is that each assortment of belts can be reached without more than a step from the garment to which it belongs.

### Spotting and Repair Table

**T**O eliminate extra steps and handling, Walter Reinhard of Staub & Son in Rochester, New York, has devised a table used jointly by the spotter and the free-repair women. The spotter has a sloping surface on which to inspect the garments and, as illustrated, a spotting board handy for garments that need treatment. When the inspection and spotting are completed,

she tosses the garments to the top of the table into a trough running the length of the table.



SPOTTED GARMENTS PILED upon trough or hopper. Repair women draw from bottom of trough at left

On the opposite side of the table beyond the trough is a flat surface which is used by the repair women. This operates on the same principle as the hoppers for the marking tables. The women draw the work from the bottom of the trough so that it is handled in the proper sequence.

### Invoices at Fingertip

**E**XASPERATED by the time wasted in riffling through packs of invoices to find a particular slip, American Drycleaners invented a "Lazy Susan" to solve the problem. This Allentown, Pennsylvania, company, owned by Peter Harris, constructed the device shown in the picture.

When the invoices come through from the book-keeping department they are filed away in the slots according to the last two numbers appearing on the invoice. Mounted on ball bearings, the turntable moves at the touch of a finger and the filing is quite rapid. Then as an order is completed another flick of the finger brings the "Lazy Susan" around to the proper slot and the invoice is picked out and pinned to the garment.



# FINISH Better...FINISH Faster...USE DRYCO EQUIPMENT



## DrycoMatic THUMB-OPERATED STEAM-ELECTRIC IRON

Just Press Thumb Lightly  
To Get INSTANT Steam

Frees operator from obsolete foot-operated assemblies, allows greater working range on finishing boards, reduces foot fatigue. Ironing is faster, easier. Light pressure on feather-touch thumb control produces INSTANT steam, no reaching for foot pedals. Steam volume can be regulated. Super-comfort handle, stays cool all day long. "Moisture-Conditioned" sole plate prevents water-spotting, even on low heat. Fast-action thermostat. Long-lasting element. No-clog trouble-free construction.



MODEL 6330—with 3-lb. iron \$82.50  
MODEL 6360—with 6-lb. iron

Includes: Dryco-Matic Thumb-Operated Steam-Electric Iron complete with Dryco Speedway Assembly consisting of cord, steam hose, solenoid valve, Cord-A-Way spring arm, control box with pilot light, steam separator.

INSTANT  
MOISTURE  
Where you want it  
When you want it

## Dryco E-Z SQUEEZE WATER SPRAY GUN

SIMPLY REACH...SQUEEZE...RELEASE

Used and preferred by plants everywhere for over 20 years. Fastest, easiest to operate. Trigger extends along entire side. A slight squeeze of the hand sends spray to any spot instantly. Hangs with spray end down, from a coil spring, which pulls gun out of way, handy for next use. Spray volume is adjustable. Strainer prevents clogging. Inner parts non-corrosive. Connects to city water line or Dryco Condenser on steam return line. No air needed.



MORE IN USE  
than all others combined  
•  
Famous For 20 Years

MODEL F—Dryco E-Z Squeeze Water Spray Gun, complete with 6 ft. hose, coupling, valve and suspension spring.

ONLY \$9.95

Use Dryco Finishing Equipment To Cut Costs, Increase Production, All Through Your Plant



STEAM-ELECTRIC  
IRON \$33.00



WATER SPRAY  
IRON \$29.50



PUFFER SETS  
\$99.00 to \$195.00



UTILITY SHOULDER  
PUFFER \$59.50



For The  
Complete Line  
See Your  
DRYCO  
Catalog

Order From Your Supplier

**Dryco**  
CORPORATION

CHICAGO 24, ILLINOIS



PISTOL-TYPE  
GUN \$9.95



FLAT WORK  
GUN \$15.00



STEAM-SPRAY SPOTTING  
BOARD...\$125.00



STEAM FINISHING  
BOARD...\$250.00



Styled and Designed  
for the  
**DRY CLEANER**

This unit  
recently exhibited at  
National Institute of Cleaning & Dyeing  
Atlantic City

**MODEL**  
**405**

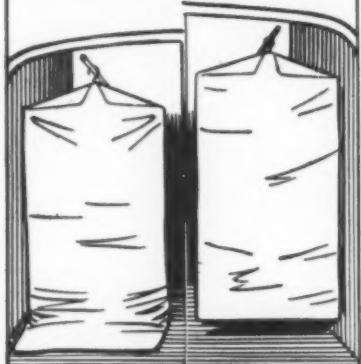
Width ... 58"  
Height ... 57"  
(Center)  
Length ... 75"  
(At floor)

# Montpelier

—Presents the—  
New, Exclusive

## Dry Cleaners' Delivery Unit

*Need More Height  
for  
Those Longer Garments?*



**MONTPELIER** Gives You  
that **EXTRA HEIGHT**  
You Need

**ARRANGED ON  
1/2-TON CHASSIS  
of YOUR Selection**

**New Styling, New Beauty**

Montpelier has designed these new Side-Aisle Bodies with modern clean flowing lines that give your Delivery Vehicles real "eye appeal" . . . building business prestige for you—while saving drivers' time and holding delivery costs to a minimum.

**Greater Practicability, Convenience**

**MORE STOPS . . . LESS FATIGUE**

Montpelier's Full Side-Aisle across driver's compartment—at running board level—provides more headroom, greater accessibility from either side. Bucket type seat on swivel pedestal, easy operating sliding doors with grab handles, and many other convenience features contribute to drivers' comfort and reduce fatigue.



**PHONE, WIRE OR WRITE FOR FULL DETAILS**

**THE MONTPELIER MANUFACTURING CO., MONTPELIER, OHIO**

# **FOUR in ONE!**

*with the New*

## **HAERTEL VAULTMASTER**



It is portable. It can be moved through standard size doors, into vault room. Simple electric and water connections. Here are the FOUR ESSENTIALS in ONE compact unit: Refrigeration, Dehumidification, Fumigation and Ventilation. It is approved by Underwriters Laboratories for use in fur storage vaults. Very low operating cost. Build up vault units as your volume grows. There is a Haertel Vaultmaster in two, three and five-ton capacity.

### **LOOK AT THESE FEATURES:**

- 1. Absolute Humidity Control
- 2. Automatic refrigeration
- 3. Continuous temperature control
- 4. Positive fumigation
- 5. Filtered ventilation
- 6. Approved by Underwriters Laboratories, Inc.

**WALTER HAERTEL COMPANY 2840 FOURTH AVE. S., MINNEAPOLIS, MINN.**

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## Problem

Perspiration odors have thoroughly permeated this dress. It has been worn much longer than it should have been—but it is finally sent to you to clean and remove *all* the objectionable odors it now has.

## Solution

Why not let BUCKEYE NEUTRA-LENE do the work for you? It is a deodorant-neutralizer that removes the *causes* of the odors and, at the same time, imparts a pleasant freshness to the garment.

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Quickly, easily and at very low cost you can get the results which will please the owner of the dress and bring her back again and again. BUCKEYE NEUTRA-LENE will also remove the odors of vomit, smoke and fermented sizing.

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Please send me a free sample of BUCKEYE NEUTRA-LENE, prices and full instructions for its use.

HCD-451

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# National CLEANER and DYER

Vol. 42, No. 4

EDITORIAL      April, 1951

## PUBLIC INTEREST

**A**S provided for in the Oklahoma drycleaners price-control law the minimum price for cleaning and pressing suits in that state was raised last fall to \$1 cash-and-carry, \$1.25 call-and-deliver, in some counties, and 90 cents or \$1.15 in other counties. This represented a 15 percent boost in most cases, and to the majority of the drycleaners in the state seemed wholly justified in view of excessive jumps of their own labor and supply costs.

No one can blame the Oklahoma drycleaners for doing on a statewide basis what most drycleaners over the country had done individually. There is evidence that the call-and-deliver rate was set too high, since switch in volume to cash-and-carry stores developed almost immediately on a wide scale. Which raises the interesting question as to whether the spread between cash-and-carry versus delivery prices works out on a percentage basis (20 percent in this case), or whether a two-bit difference is too great in any case for the good health of call-and-deliver business.

However, the point of this editorial is the sensitivity of the "public interest" to drycleaning legislation. The Oklahoma drycleaning law and price-control law have survived and proven extremely beneficial in Oklahoma for two reasons. First, starting with the regulation of the oil industry, the state had already acquired a fistful of regulatory laws in other industries when the cleaners asked to be included. Second, they didn't let the price-control features go to their heads. The minimum prices set have always been quite reasonable from a cost viewpoint and from the customer viewpoint. In most areas nearly 20 percent of the drycleaners have seen fit to charge, successfully, considerably more than the state-set minimums.

The reaction to the price increase was noisy, if not deep-seated, aided and abetted by consistently vicious attacks from the local press. As reported in the story of the Oklahoma convention in this issue, the actual opposition to the law was feeble and disorganized at the public hearings held by the Business and Industry Committee of the Oklahoma state legislature. The motion for repeal was beaten quite handily in both the committee and the house.

One fact did become apparent to the 400 or more drycleaners attending the hearing. The opposition to the law was not based so much on whether the law was reasonable, but on whether the prices now being charged are reasonable. The cleaners, it was felt, were gouging the public at tremendous profit to themselves.

The presentation by the drycleaners of facts and figures apparently was devastating to the opponents of the law and convincing to the legislators of the need for some economic relief to the Oklahoma cleaners.

Max Feinberg, former counsel for NICD and now price administrator for the textile maintenance industries, said in discussing price-control laws that they were generally doomed to failure if they were not wholly in the public interest. It is time for cleaners throughout the country, not only in Oklahoma, to work concertedly to improve their public relations, to convince the public that the industry is not "gouging" it, and to make it clear that in the years since Pearl Harbor costs in this industry have increased much faster and farther than have prices. Thus the movie, "After the Ball Was Over," produced for the Oklahoma Association, is extremely timely.

## HUMANS OR SUBS

**W**E have been intrigued by the similarity of a person or group of persons to the welded sections of a submarine.

Steel sections of submarines are prefabricated. This is done in "jigs," husky clamps that hold the part being assembled and welded. Welding makes the best seam between pieces of steel, and a weld is actually stronger than the metal around it. But there is one drawback. As a red-hot weld cools, it shrinks and pulls the steel. Since the best welder can't make every weld exactly the same, these pulls vary in strength and evenness.

Released from the jig, a submarine part is distorted by all these welding stresses. A specialist, called a "straightener" or "heater," heats the twisted section with an acetylene torch to soften the steel. Then, with clamps and hammers the twisted parts are straightened. When the section is welded to the submarine this distortion happens all over again. More stresses are added for the straightener to remove.

You can understand why a straightener goes at his work carefully!

People are like prefabricated sections of a submarine—full of countless stresses and strains. When welded into a working team, these stresses are multiplied. Like the groaning and popping of a submarine hull being launched, the gripes of employees hint at the stresses present in the soundest team, or ship.

But, like the straightener, we dare not put the heat on the most obvious dislocation. The stress is likely to be somewhere else. The expansion and contraction caused by the extra heating may twist the assembly irremediably! Thus we only double our trouble.

Twenty minutes of study may save hours of heating and hammering, whether we work on steel or on human beings.



# FASTESt Handling Method Known!



**THIS COMBINATION (Clothes Carts, Sorting Reel, Bag-O-Teer)**  
**CUTS HANDLING 50%—PAYS FOR ITSELF OUT OF SAVINGS**

### HERE'S WHY:

Every drycleaner wants to get all the work he can through his plant as quickly as possible . . . wants to avoid costly confusion, mix-ups, losses and waste . . . wants to simplify all jobs so that he may simplify training of new workers. He wants to reduce labor by getting more production per operator hour. This BISHOP "Package" is his answer!

**HERE'S HOW:** BISHOP Clothes Carts, plus a Self-Assembling Sorting Reel and a Bag-O-Teer are a combination to give every drycleaning plant—regardless of its size or the system it uses—the perfect garment-handling tools for efficient, profitable operation. Here's what each item will do:

#### SAVE LABOR:

Employees do less walking, reaching, stooping and lifting . . . are less fatigued . . . produce more, faster and easier.

#### SAVE TIME:

By eliminating wasted motions and steps, every minute is economically utilized for actual revenue-bringing output.

#### SAVE SPACE:

Permit more work to be done in less area; open up aisles for faster handling and provide room for more production.

#### SAVE MONEY:

More production per operator and per foot of floor space means lower costs . . . more plant capacity and more profit!

### BISHOP CARTS CUT HANDLING COSTS 50%



Speed unfinished garments from tumbler to spotter to presses up to 50% faster. Eliminate space-wasting tables, baskets. No stooping or bending. Garments lie flat, easier to finish. Capacity 100-150 lbs. Size 38" long, 18" wide; platform height 26". B2-100, each \$34.50

#### FROM TUMBLERS



#### TO SPOTTERS



#### TO PRESSERS



### SORT TWICE AS FAST IN HALF THE SPACE!

#### BISHOP Self-Assembling SORTING REEL



Sort and assemble clothes twice as fast in half the space. Operator stands in one place . . . the garments come to her! Capacity 350 dresses or 200 suits in space only 6 x 8 ft. when loaded. Height adjustable from 62 to 80 in. Sturdy; can't tip or sag. No. B12-50, \$109.50

### BAG MORE GARMENTS FASTER, AT LESS COST!

#### BAG-O-TEER



Combined bagger, invoice desk and bag storage rack . . . every aid to fast, efficient, effortless bagging right at operator's fingertips, in less than a square yard of floor space. Holds 3 sizes of bags. Height 82". Heavy steel base. No. B30-1D, \$69.50

**Order Now FROM YOUR SUPPLIER**  **HE IS OUR DISTRIBUTOR**

**G. H. BISHOP CO., CHICAGO,**

MANUFACTURERS SINCE 1893



NEW TYPE CONFERENCE concentrated on one department of one plant. Hessler's drycleaning manager, Ben Shacer, was January host.

## Drycleaning

### MacIntosh Associates Revise Man

THOSE dramatic MacIntosh conferences were really putting zing into the management of the MacIntosh plants. Local plant management was spurred on to improvement. However, the top brass didn't want to wait for an annual interchange of ideas, methods, procedures, etc. So periodic clinics on a departmental basis have replaced the annual week-long conference.

Bruce MacIntosh and his partner, Norman Houseknecht, have this to say about the new system:

"We have found that concentration on one branch of our operation nets better results and we make forward strides more expeditiously with the clinic method of interchange."

Some other changes have been made. The over-all management staff has been enlarged by releasing Bud Finn and Don Summers from their specific duties at the Reading and Hessler Laundries. These two now join Messrs. MacIntosh, Houseknecht and Egan in over-all

planning and troubleshooting, throughout the several plants with a combined volume of \$6,000,000 annually.

#### The New Clinic

Clinics have been substituted for the conferences. One clinic is held every sixty days, with a different plant acting as host each time. At each clinic a different phase of plant operation is featured: drycleaning department, laundry department and sales department.

This means that the men in any given department prepare for a clinic every six months. By careful scheduling each plant eventually is host to a clinic in each of the three departments.

Being host is worth while. Each clinic is a one-day session. If it is a drycleaning clinic, it is attended by the drycleaning manager of each of the MacIntosh plants, plus the general managers of each plant, plus several of the over-all management group. At other clinics the laundry or sales managers replace the drycleaning men.

The morning is spent in a briefing on current operation in the department being featured for the day, followed by a leisurely and critical plant tour by all



ENLARGED STAFF of central management now includes (left to right): Barrett F. Finn, F. Joseph Egan, W. Bruce MacIntosh, Norman H. Houseknecht and Don C. Summers.



**EXTRA BOOST TO QUALITY** includes highly critical spot checks by the assembled representatives from all of the other plants

## Clinic

### Management and Conference Setup

by WILLIAM R. PALMER

of the delegates. Each delegate has been provided with a working manual describing on separate pages the method of operation in each of the drycleaning departments. In a space below the description the delegate sets notes, questions or suggestions to be brought up later in the meeting.

In the afternoon the group studies the figures of all plants, comparing costs item by item, plant by plant. Here is where the department clinic really pays off. Every man speaks freely and frankly, and presents all ideas at the opportune time for discussion and for suggesting steps toward improvement. The wider the spread in comparative costs revealed by the study of specific plant figures, the more thorough and lively the discussion.

Then, at a dinner session in the evening, each of the visitors makes his recommendations to the manager of the host plant. These suggestions range all the way from a complete revamping of a department down to a different way of storing pins. The department manager is guaranteed to have mental indigestion for a day or two after, as well as a dozen new approaches to his problems that may lead to quicker and better solutions.

#### New Stress on Quality

The MacIntosh Associates in their previous conferences had been ahead of the industry as a whole in pushing to improve the quality of their work even while whittling costs an extra notch or two. Now, in the face of increasing carelessness among many plants over the country about maintaining their quality during the period of crisis, the MacIntosh executives have determined to *improve their quality at the expense of higher costs of production.*

Ben Stacer, drycleaning manager of the Hessler Laundry in Wilkes-Barre, Pennsylvania, as host to the January meeting of the drycleaning group, described his plant's latest method of checking quality. An extra



**NEW PLANT MANAGERS:** Al Vass (left) succeeds Bud Finn at Reading, Jim Gorriety takes Don Summers' place at Hessler

	Labor Cost for October-December			Production P.O.H.		
	Average	High	Low	Average	High	Low
Marking	\$1.51	\$1.80	\$1.20	61	87	48
Inspection and Assembly	2.13	2.91	1.69	42	55	36
Total Identification	3.64	4.13	2.94	25	29	20
Cleaning (lbs. P.O.H.)	.68	.89	.52	182	208	113
Spotting and Wetcleaning	2.65	3.21	2.19	40	51	30
Wool Finishing	5.71	8.33	4.00	23	37	13
Silk Finishing	5.94	8.07	4.09	20	28	12
Household Finishing	8.60	14.34	4.13	14	30	6
Total Finishing	6.24	7.77	5.26	19	28	13
Free Repairs	4.62	7.14	3.40	21	37	12
Free Repairs to total wearing apparel pieces	1.12	1.81	.65	86	118	65
Paid Repairs						
Ratio Labor Cost to Charge	41%	62%	27%	\$2.75	\$3.93	\$1.42
Labor Cost Per 100 Tags	\$14.63	\$17.70	\$12.16			
Average Hourly Wage	1.02	1.12	.91			

LABOR COSTS AND PRODUCTION for 13-week period. "Average" means the average of combined plants for last quarter of 1950. "High" and "low" are for the highest or lowest single month in any plant. Department figures don't add up to totals shown because costs are measured against items handled; i.e., per 100 household pieces, etc.

inspection station has been established just before the garments go to the route room. But no new inspector has been hired. Instead, one of the regular productive workers is stationed there for a day or a couple of hours. Thus, that final inspection is just as likely to be made by a presser, spotter, checker, marker, or even the dry-cleaner, and occasionally by Mr. Stacer.

Supply Costs Per 100 Tags			
	Average	High	Low
Marking (including nets)	\$ .17	\$ .36	\$ .02
Cleaning and Spotting	1.39	1.85	.96
Packaging	.25	.50	.17
Solvent and Soap	1.43	2.23	.90
Total Supply Cost	3.02	3.61	2.56
Total Drycleaning— Labor, Supplies, Vacation, Cost Per 100 Tags	\$19.65	\$22.43	\$15.86

TOTAL DRYCLEANING COSTS, including labor, supplies, vacation expense, is cost per 100 tags, not percent of gross sales.

In addition, just before starting work in the morning, or at lunch time, or after a "break," Ben may call a department together and have them go over 15 or 20 garments together. He has found that invariably the productive workers are more severe in their criticism of their own work than are either he or his regular inspectors.

The quality control extends to the clinics. A few minutes before the group goes into their "figure" session, several of the visitors go out to the route room and pick a dozen orders from the routemen's racks. The choice is a random selection except that care is taken, by reading the invoices, to choose a wide variety of items.

In the meeting each visitor is handed a score sheet. Each garment is closely inspected and scored. That's

	Department Payroll Percentage to Total Productive Payroll		
	Average	High	Low
Marking	10.31 %	10.95 %	9.73 %
Inspection and Assembly	14.65	15.83	12.31
Total Identification	24.92	25.65	22.04
Drycleaning	5.44	7.65	3.88
Spotting and Wetcleaning	16.45	17.44	16.07
Total Cleaning	21.89	23.88	19.56
Wool Finishing	20.05	24.15	16.72
Silk Finishing	15.55	19.62	10.39
Household Finishing	6.47	10.57	1.77
Total Finishing	42.07	45.54	39.14
Free Repair	6.86	8.55	4.75
Paid Repair	2.69	4.84	1.14

RELATIVE LABOR COSTS BY DEPARTMENTS give yardstick for maintaining balance in work force, for measuring effect of change in one department on another department, and for determining most important operations to keep in line.

Daily Load Balance by Plants					
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
A 27%	28%	27%	16%	15%	15%
B 20	24	24	16	16	
C 21	22	22	21	14	
D 26	24	21	16	13	
E 20	22	23	18	17	

BALANCED DAILY LOADS are constant goal of MacIntosh plants. Here percentages of weekly volume processed each day in each plant are shown. Plants A and D with 100 percent variation between highest and lowest days compare badly with 50 percent for B. Plant C with four days out of five almost the same is close to goal.

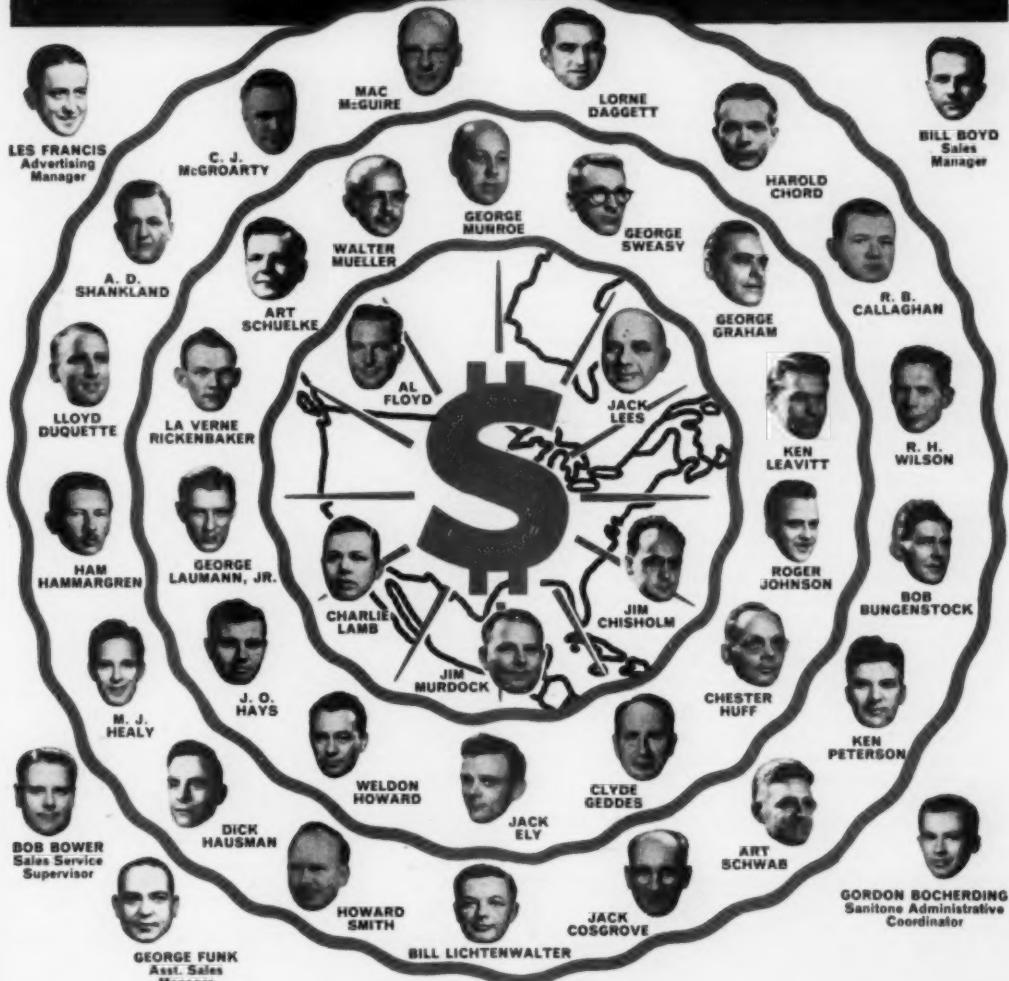
all, brother! Those visitors are tougher than even the productive workers!

This concentration of energies on single departments is really paying off in these clinics. The MacIntosh group is now starting on its second round of the individual plants, and expects the results this year to excel even those of the first. # #



"Remember when I went to work for you, Mr. Kushner? You made more than I did!"

# A Nation-Wide Network of Sanitone Engineers Helps Build Bigger Dry Cleaning Profits!



These are the men who work with the Sanitone Licensees from coast to coast . . . who stand ready at all times to provide practical and realistic help as needed to solve the problems of plant operation, equipment, procedure, including sales promotion and advertising. Thoroughly trained, experienced, and fresh from their annual Sanitone Sales Meeting held in Cincinnati, recently, they are looking forward to doing a bigger and better profit job than ever for licensees in '51. For details of the Industry's only complete dry cleaning program, write today.

**SANITONE**  
**DRY CLEANING SERVICE**  
EMERY INDUSTRIES, INC.  
Cincinnati 2, Ohio

# NEW WETCLEANING DEVICE

## Drycleaner's Invention Uses Spray and Motorized Brushes

by JOHN J. DUNN

**T**HREE was a time when Henry A. Miller spent hours at the wetcleaning scrubboard long after his employees had gone home. He decided to do something about it—and did.

Today Mr. Miller, owner of the Re-Nu Cleaners, 2624 Cratiot Avenue, Detroit, Michigan, has what he feels is the fastest and least expensive wetcleaning department in the country. While other operators are intent on avoiding trips to wetcleaning, this plantowner routes many garments to this department simply because it is the cheapest and speediest way of handling them. The explanation lies in a new mechanical brush and spray device developed by the Detroit drycleaner.

The machine marks a new departure in wetcleaning procedures since there is no submersion of the garments in a soaking bath. The only contact between fabric and water is the spray which ejects above the mechanical brushes. Only a limited amount of water and detergent is used and the solution circulates constantly through the device.

Mr. Miller has been experimenting with various phases of his machine for over four years. His present working model has been in use for about two years. This machine is built around a steel drum. Two brushes are placed parallel across the diameter of the drum about five inches below the lip. In addition a section of metal tubing passes just above each brush. These tubes are punctured so that a spray of liquid is ejected downward over the brushes and into the area between them. Two metal lids cover the semicircular areas of the drum at each side of spray and brushes.

The excess water and detergent which is not absorbed by the fabric collects at the bottom of the drum. The bottom is covered with a cheesecloth filter. The water and detergent is drawn through the filter by a pump and recirculated back into the spray. The pump and the brushes are belt-driven from a quarter horsepower electric motor. The filter is removed at the end



WETCLEANING MACHINE used in Detroit plant shows trousers being processed. Note belts for turning brushes. Pump is at lower left; pipe carries water and detergent to spray inlet at opposite side of drum



VIEW OF WETCLEANING DEVICE from opposite side. Small extractor in home-type washing machine is at right. Hose from extractor empties back into wetcleaning unit

of each day and washed under a hose. The cheesecloth is replaced every couple of months.

The brushes turn in opposite directions. That is, they both rotate inward from the top so that a garment is pulled into the machine. The actual scrubbing takes place when a piece is allowed to be drawn into the brushes and then is pulled out against the rotation. For example, if the operator is doing trouser legs, he will hold the garment by the waist and move the legs up and down between the brushes until the spray and scrubbing have removed the dirt. If he wants to do the entire trousers, he will do the legs first and then the body. One of the advantages of the device is that a particular section of a garment, such as the sleeves of

# NO OTHER Can Match

*the NEW '52 fully automatic SEC!*



In all ways the New '52 SEC is your best bet. No other synthetic cleaning unit can match the economy, versatility and values of this New '52 SEC. Everything . . . washer, extractor, deodorizer, recovery, filter, still, condenser, etc. . . . in one compact streamlined cabinet.

The New '52 SEC is just loaded with extra features and values—for quality dry cleaning, 90 lbs. per hour capacity—900 rpm extraction rate—phenomenal solvent recovery—fingertip operation—sensible budget-purchase plan—and so on down the line of matchless features . . . all designed with your profits in mind.

You owe it to the success of your livelihood to get *all* the facts. Facts on the '52 SEC as they pertain to increasing your volume and profits. Drop us a postcard or mail coupon below. There is no obligation whatsoever on your part.



A complete dry cleaning unit  
... the New '52 SEC.

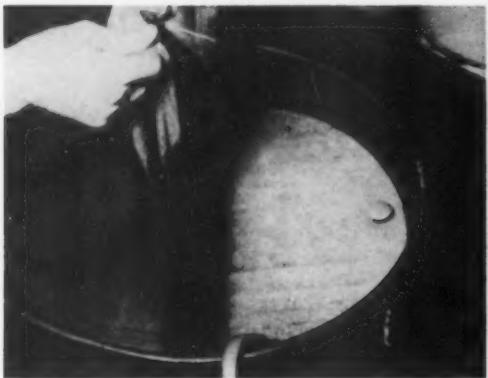


SEC-o-matic Corp. 55 La France Ave., Bloomfield, N.J.  
A General Precision Equipment Corporation Subsidiary

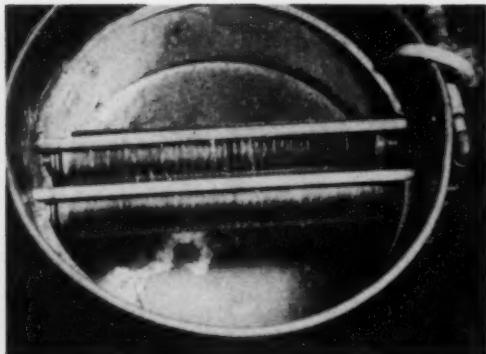
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Place me on your mailing list and send me the  
"facts" on the New '52 SEC...without obligation.

Name _____	
Company _____	
Street _____	
City _____ Zone _____ State _____	
(check one) <input type="checkbox"/> Sending garments to a wholesaler <input type="checkbox"/> Do own cleaning on premises	



PIECE BEING FED between brushes and spray shown in closeup



COVER REMOVED for photo to give full view of operation. Tubes above brushes provide spray. Cheesecloth filter is shown at bottom of drum

a coat, may be wetcleaned without affecting the rest of the garment.

After wetcleaning the pieces are tossed into a small extractor without rinsing. The outlet hose from the extractor is passed back into the wetcleaning machine, so that the water and detergent removed from the fabric is available for re-use.

Note that the detergent is not rinsed out at wetcleaning; nor, for that matter, is it completely removed during subsequent drycleaning. It becomes pretty clear at this point that the operation of the Miller wetcleaning system depends heavily on the detergent being used. This detergent is a trade product which the Detroit drycleaner has been using on a no-rinse basis for over four years. He reports that he has experienced no difficulties. He maintains the residue doesn't build up excessively in the fabric nor does it turn rancid. He admits some of the detergent is left in the cloth, but rather than being a problem, he feels that this residue contributes a "body" to the fabric, much like a sizing.

A rather limited amount of detergent is required since the solution is recirculated through the system and the only loss is the amount left in the garment after extraction. Usually a batch of the wetcleaning solution is made up in the morning and used all day. A mixture of a gallon of water to a pint of detergent will process from 40 to 50 pairs of trousers.

Some of the solution gathers at the bottom of the drum before being recirculated, but the level is always well below the pieces moving up and down near the top. Obviously, a good deal of waste space resulted from the use of the circular drum in the working model. If Mr. Miller were redesigning the machine from scratch he could substitute a rectangular chassis for the drum. The body would have to be about as wide as the present model but it would only have to be slightly deeper than the total depth occupied by the brushes and spray.

Even though the detergent and water bath is used all day on a wide variety of pieces, the device doesn't transfer fugitive colors. While this reporter was in the plant, Mr. Miller conducted a test in which he wet-cleaned a highly fugitive red corduroy skirt. Then he ran a white scarf in the machine. There was no carry-over of red dye into the scarf. The only precaution necessary here, the Detroit cleaner pointed out, is to extract fugitive pieces separately.

Since the wetcleaned pieces are wet out by the spray alone rather than by actual submersion in a bath,



HENRY A. MILLER designed and built the wetcleaning device

the garments absorb relatively little of the solution. For example, a heavy pair of army pants processed in the machine released about one-half pint of water during extraction. The same piece after soaking in a tub gave up two pints in the extractor.

The Detroit plant is located in a lower-income neighborhood and the incoming garments tend to be heavily soiled. The sleeves of most suit coats are wet-cleaned up to the elbow. Using the machine, Mr. Miller reports about 250 of these coats can be processed in an hour. Several months ago the plant received a bulk order of 600 waiters' trousers all of which required wetcleaning. The work was handled without overtime during slack periods in regular volume, with a total expenditure of four gallons of water and detergent in proportion. Except for the wetcleaning machine, Mr. Miller figures those trousers would be there yet. He's probably right. # #



For April, 1951

When writing to advertisers please mention The NATIONAL CLEANER & DYER

45



OWNER N. A. BOYD poses with bird that is doing fine promotion job for Crow plant. Note crow on garment bags



ALL PLANT SIGNS and all sides of truck carry crow symbol

## Something To Crow About

**Volume Doubled in Two Years of Humorous Radio Program Tied in With Firm Symbol**

**T**HREE is not a man, woman or child in Texarkana, Texas, who is not familiar with the friendly crow used as a symbol by Crow Laundry and Dry Cleaning.

Owner N. A. Boyd had a local artist create the crow in black and white. From this original drawing cuts were made for garment bags, letterheads, statements, laundry lists, tickets, direct-mail advertising, kites for the kids—in fact, for everything the plant used where a picture could be shown.

Route trucks are painted white and carry the crow on the front, both sides, and across the rear doors. The neon signs at the plant all have the picture of the crow. And in the plant store are papier-mâché crows to charm youngsters (and grownups) when they come in.

Mr. Boyd has a one-hour radio program from 8:00 to 9:00 a.m. six mornings a week. This all-comedy program is tied in with the now famous crow.

All the plugs for the Crow Laundry and Dry Cleaning Service are in the form of knocks, a type of reverse selling which has proved good psychology. For example, when the announcer describes Crow's fine alteration and free-repair department he ends the plug by saying that no place else in the world except down at Crow's can you send your slacks with a rip to be repaired and get them back the same day with three rips to be repaired.

The announcer tells radio listeners that every garment is fully covered by insurance every second it is

in the hands of the Crow plant and explains that they will be paid 100 percent on any loss. He then adds that "it might be well to take along your shotgun—it'll help remind 'em of that 100 percent guarantee!"

"We were a little afraid of this type of advertising when we started it," Mr. Boyd said, "but not after the program had been going a week or so. Hundreds of people mentioned it. When they talked to the routemen or came to the plant they kidded about the services our announcer had been kidding about. And they mentioned the crow. In fact, we believe that most of our customers now think of us as the crow which they have pictured in their minds. When they come to the plant or talk to our routemen they're in a good mood."

On the daily radio program some of the plugs are given as quotes from the crow, "The Crow says." Then the announcer adds something like this: "You know, that old crow that comes in the spring and pulls up your corn and won't get close enough so you can blast him with your gun—you ought to be well acquainted with him. Well, he says . . ."

Mr. Boyd admits that a lot of the radio program is pretty corny. He adds it is the sort of corn the listeners like and more and more of them are regularly tuning in on the daily hour program.

"And they're sending more work to our plant. We've shown a better than 100 percent increase in volume in the past two years." # #

an easy way to get  
**EVERY-WEEK** Customers...



**Every Week**, every one of your dry cleaning customers has shirts to be laundered. You'd be surprised how easy it is to get this extra business . . . how it will put your dry cleaning customers on a regular call schedule, and bring in both shirts and dry cleaning business from new customers.

With the AMERICAN 3-GIRL SHIRT LAUNDRY you can produce beautifully laundered shirts that will quickly build up your volume . . . and do finished shirts at a low cost that will make this extra business *very profitable*.

AMERICAN 3-GIRL SHIRT LAUNDRY can be installed in surprisingly small space, and is so simple to operate that very little supervision is required. One girl marks in, washes, starches and extracts shirts, and wraps them after they are ironed. The other two girls iron shirts on an American 2-OPERATOR MACHINE-FINISH SHIRT UNIT.

You have choice of two types of complete, compact, perfectly balanced AMERICAN 3-GIRL SHIRT LAUNDRIES:—

**Unit "A"** Will produce 2,000 to 2,400 shirts per week in space 10 x 20 ft. Includes Marking Machine, 22 x 25" CASCADE End-Loading Washer, 17" MONEX Extractor, Starch Cooker, 2-OPERATOR MACHINE-FINISH SHIRT UNIT (with Model 113-A Sleeve Press, Model 33-7 Cuff &

Collar Press, Model 111-A Yoke Press, Model 40-C Bosom and Body Press, Shirt Folder, Damp Work Box and Collar Form), complete with all accessories and furniture.

**Unit "B"** (picture above). Will produce 1,800 to 2,150 shirts per week in space 10 by 7 ft. Includes Marking Machine, Model "P" End-Loading Washer, 17" Extractor, Starch Cooker, 2-OPERATOR MACHINE-FINISH SHIRT UNIT (same as in Unit "A" except has Model 33-7 YC Cuff, Collar and Yoke Press instead of separate Yoke Press), complete with all accessories and furniture.

**RIGHT NOW** with summer on the way, and more shirts to be laundered, is the time to get a flying start with an AMERICAN 3-GIRL SHIRT LAUNDRY. Write today for free, illustrated catalog.

DRY CLEANING DIVISION

The

**AMERICAN**

LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO



**MORE SMILES PER GALLON**

*Whether You Use*



**OR**

**SOLTEX**



**is STILL AVAILABLE to Regular  
Customers in usual quantities**

Sorry we monthly purchases of SOLTEX but some as they ever bought before. Sorry we monthly purchases of SOLTEX but some as they ever bought before. Sorry we monthly purchases of SOLTEX but some as they ever bought before.

Sorry we monthly purchases of SOLTEX but some as they ever bought before. Sorry we monthly purchases of SOLTEX but some as they ever bought before. Sorry we monthly purchases of SOLTEX but some as they ever bought before.

Read opposite page.

**TWO FINE RIVERSIDE DRY CLEANING DETERGENTS**

**TEXSOL**  
**DRY CLEANING DETERGENT**

New TEXSOL has all the advantages of SOLTEX plus the added advantages of light color, uniformity, quick emulsion with water and removable from cleaning solvent with purifying powder. New TEXSOL is used in exactly the same manner as SOLTEX and sells for the same low prices.

You can try New TEXSOL at our risk for we will ship a 15 or 30-gallon drum freight prepaid and if after trying 5 gallons you don't find New TEXSOL the most foolproof, efficient, low cost dry-cleaning detergent, just send it back by motor freight collect for full credit. You can't lose!

**RIVERSIDE MANUFACTURING CO.**

4919-27 CONNECTICUT ST.

ST. LOUIS 9, MISSOURI

# SIMPLEST, Push-Button DIRECT DRIVE WASHER

## The WESTERN MODEL 500 DIRECT Motor Drive

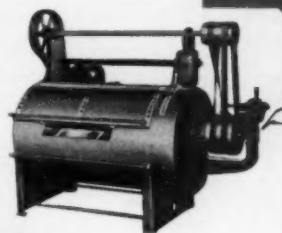
Why? Simplicity of design—entirely operated from Finger Tip Push Button Controls. Less moving parts—One end V-Belt Drive—No extra belts or countershafts to wear or adjust. Only 3 places to oil. No adjusting or replacing necessary for the duplex trunnion shaft seals. Rigidly mounted anti-friction type outboard bearings assure positive alignment. Metal cylinder with greater agitation. In 30 x 36, 30 x 48, and 36 x 54 in. sizes.



Other WESTERN Washers  
and Extractors to Suit  
Every Requirement!

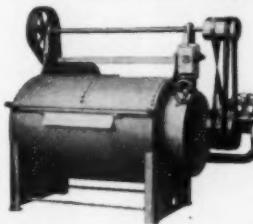
### Western Model 500 Belted Motor Drive

*The easiest operated,  
most practical "One  
Hand Lever Control"  
Machine you can buy.  
Ruggedly built for last-  
ing service. In 3 sizes.*



### Western Model 50 Belted Motor Drive

*Incorporates all the design  
of the Model 500 and many  
of the operating features.  
Choice of wood or metal  
cylinder. 3 sizes available.*

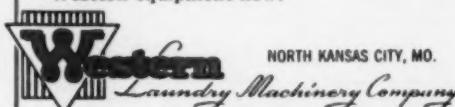


### Western Extractors

*Solid curb. Motor driven  
safety equipped. 3 sizes,  
20", 26", 30". Both laundry  
and drycleaning types.*



Yes, the complete modern Western Dry Cleaning Washer and Extractor line offers any plant, anywhere, the size and type of unit needed to fit their requirements. Compare any Western-built machine for ruggedness, compare it for operating economy, compare for design and performance—then check the price. You'll be amazed and completely satisfied on what your dollar will buy when you buy Western—truly the equipment designed with the dry cleaner in mind. Get the full facts before you buy—compare Western equipment now.



NORTH KANSAS CITY, MO.

10th & Fayette, Dept. NC, North Kansas City, Mo.  
Please forward details on Western equipment as checked:

Model 500:

- Direct Drive
- Belted Motor Drive

Model 50:

- Size \_\_\_\_\_
- Extractor  
Size \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# Chain-Store Contest

Six Weeks' Promotion Draws 750,000 Entries With Volume-Building Results

**S**PARKED by six ads in the *New York Sunday News*, once a week for six consecutive Sundays, Spotless Stores, Inc., recently promoted one of the greatest contests ever held in the New York area. The firm, said to be the world's largest chain of cleaning stores, ran a contest to pick a name for the rag doll which has long been its symbol of "Friendly Service."

The chain, with 160 stores in New York and New Jersey, serves over 1,000,000 persons each month, cleans 40,000 to 50,000 dresses and launders 175,000 shirts weekly. Yet "store identification" was weak; that is, customers didn't remember the name of the firm they dealt with. Receipts from other chains kept cropping up at the counters; customer-clerk relations were shoddy. Something had to be done.

The Denberg brothers—Louis, Max, and Harry—called in S. Robert Freed, of Riedl and Freed Advertising, Inc., Paterson, New Jersey, to improve matters. The contest idea was developed by Mr. Freed and Harry Denberg, company president.

The full-page and four-column ads run in the *New York Sunday News*, at a total cost of \$5,000, constituted the campaign's outside advertising. During the six weeks of the contest attention-pulling window and counter cards in the chain's 160 retail stores heralded the contest to passing traffic. Contest blanks and boxes were conspicuously displayed on the counters, and clerks urged customers to enter the contest.

Over 750,000 entries were received and judged in a novel manner. Instead of the usual panel of professional advertising men, the agency selected as judges company employees, people on the same social and economic level as most of the contestants. They waded through mountains of names and reasons for the choices and came up with the winning name: Miss Penny Spotless, the hostess of Friendly Service at every one of the 160 Spotless Stores.

Winners were assembled in New York's Park Sheraton Hotel where entertainer Martha Raye

assisted company and agency officials in awarding two TV sets, a refrigerator, two diamond wrist watches and 100 cash prizes.

The inevitable post-mortem question on a contest is "Did it pay?" The answer for this one is an emphatic "Yes." Timed to coincide with the cleaning trade's traditionally slow season, the contest not only held up but

FULL-PAGE AD in *Sunday News* announced first prize winners in Spotless contest. Previous Sunday's ad gave names of 104 other winners; also advertised special sale and sidelines

# WANTED

20,000 DRY CLEANERS  
WHO WANT BETTER PRESS PADS  
To Try *Lam-tex* Molded Rubber  
Dry Cleaning Press Pads!

THE PAD WITH PERFECT  
POROSITY FOR INSTANT  
STEAM AND VACUUM

Thoroughly Tested And  
Proven In Actual Use

*Forget* everything you know about rubber press pads. LAM-TEX is different—better—longer lasting. For the first time a material has been designed scientifically and specifically for use in making Dry Cleaning Press Pads. LAM-TEX, the result of many years of research and testing, gives you the ultimate in pressing efficiency.

The correct density of heat resisting rubber in LAM-TEX gives you perfect porosity for faster STEAM and VACUUM—hotter, faster production.

INSIST NOW on the GREEN LAM-TEX molded rubber press pad.

Molded in the factory to fit all makes and sizes of pressing machines

Contact Your Jobber or Write Direct!



PITTSBURGH TAG COMPANY



WINNERS of five top prizes with star Martha Raye (fourth from left) who made presentations

actually gained volume for Spotless, and it is still on the upgrade. Customer interest was so great that winners came in to thank clerks for their help in filling out contest blanks, many of them bringing boxes of candy, ice cream and flowers as a way of showing their appreciation.

At the presentation ceremonies, brothers Harry and Max Denberg remarked:

"We're convinced that a contest is an effective ad medium when handled properly. We have achieved great consumer interest and company identification with our rag doll, Miss Penny Spotless, and we have opened a new era of friendly service to go with our traditionally low prices. The success of this contact is a harbinger of future bigger and better contests which we will offer the public." # #



PARTY FOR CONTEST WINNERS, left to right: First prize winner, Zelma Fisher; Max Denberg, vice president and treasurer of Spotless; Martha Raye; Harry Denberg, president of firm

## How To Cut Your 1951 Income Tax

by ROY KAMMERMAN

**Y**OUR tax bill on your 1951 earnings is going to be high, but there is a lot you can do during the year to reduce it.

As an example, consider the case of a drycleaner whose 17-year-old son worked week ends and vacations in his store. The tax-wise plantowner paid his son a fair wage, but was careful that it did not exceed \$499 for the full year. He withheld income tax on these wages, and his son had to file a return to get a refund. But the son did not have to pay any tax since his income was under \$600.

On his own income tax return, the drycleaner deducted his son's wages as a business expense. Then, since he had paid the son less than \$500, he was still able to take a \$600 exemption for him as a dependent. If he had paid his son \$500 or over, the father would have lost the \$600 dependency exemption.

To plan your business with tax savings in mind is legally and morally proper. The courts have held that every taxpayer is entitled to conduct his business so as to make his taxes as small as possible.

Knowing how much to pay often depends upon good accounting. A talk with a certified public accountant will show you some of your tax-reducing

possibilities. If you already have a CPA, acquire the good habit of asking his help. When legal problems are involved, consult an attorney.

*A word of warning: Don't use any of the examples in this article as an exact model for any tax-saving program of your own. Even a slight difference in your case might change the whole tax picture. Get individual help on your particular problems.*

### Deductibility of Insurance

Sam Smith's drycleaning plant burned to the ground. The building was insured for \$35,000. Instead of rebuilding, he decided to buy a nearby building for \$35,000.

Because of some technicality, the insurance money was held up, but Smith planned to buy the building without waiting for the insurance payment. He changed his mind just in time to save himself several thousand dollars in taxes.

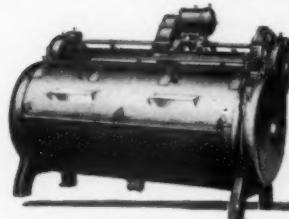
For tax purposes, Smith had been depreciating his building every year, until at the time of the fire its depreciated value was only \$15,000. Since he was to receive \$35,000 insurance, he would have had a book

time to check  
your balance

## HOFFMAN Petroleum Solvent Equipment in a range of sizes to match your volume growth

All signs point to increased loads for your petroleum solvent equipment. Take time now to analyze your present operations — will more work in washers throw extractors and tumblers out of balance? Your Hoffman representative is ready to help you "find your balance." And the complete line of Hoffman Stoddard solvent equipment offers you broadest selection for maximum economy. Call or write Hoffman today.

### "Lo-Front" Drycleaning Washers



Built to get work out faster. Straight-line slide-out unloading (from the horizontal drainboard of the "Lo-Front") speeds unloading, saves strain on garments. In 36 x 54, 42 x 54, 42 x 64, 42 x 72, 42 x 84 and 54 x 70 cylinder sizes.

### "Greyhound" Open-End Tumbler

For your additional tumbler capacity, dries a 40-lb. load in 20 minutes. Quick and easy to load and unload. Fully adjustable cold air damper. Fin and tube heating coils. Separate fan and cylinder motors.



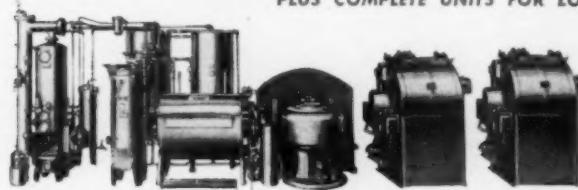
Other famous Hoffman tumblers with low temperature "dry-by-air" design are available for loads up to 200 pounds.

### 40 to 72-Inch "Open Top" Extractors



These rapid starting and stopping models give maximum extraction at lowest power cost. Convenient, single-lever control. Construction throughout is sturdy, durable for full-rated loads. Other Hoffman drycleaning extractors for every load requirement.

### PLUS COMPLETE UNITS FOR LOADS UP TO 200 POUNDS



Balanced units, completely piped and wired, ready for hook-up in your plant. Sizes range from models for 35-pound loads to 200 pounds. For big volume production, the Hoffman "Mysiron" provides washing, extracting and drying all in one machine for loads up to 300 pounds. Your Hoffman representative has full details on the Stoddard unit for your plant — get the facts now.

**TOPS IN VALUE**  ... SINCE 1905

# Hoffman

U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.

gain of \$20,000. If he had gone ahead with the purchase as planned, he would have had to pay a tax on that \$20,000 even though he actually made no profit at all! This is the reason:

He would have failed to meet an important requirement necessary to avoid a taxable gain; namely, that you must buy and pay for new property *after*, never before, you receive insurance proceeds.

It is also usually a good idea to put the insurance money in a separate bank account, so that you can definitely show that the proceeds of the insurance were used to pay for the new property.

These same rules apply to all casualty loss insurance proceeds.

#### Repairs and Improvements

A Southern drycleaner decided to repair and modernize his store. He asked a contractor for an estimate on the following work: repairing several bad spots on the roof, replacing the coal furnace with oil, relocating steam pipes, installing a modern electrical wiring system, mending broken plaster, painting walls and ceilings, building new shelves and remodeling the store front.

The estimate for the entire job was \$10,000, which the cleaner believed he could deduct from his taxable income. Before signing, however, he checked up on the facts. It was well he did. If he had gone ahead as planned, he would have lost a deduction of \$5,000.

The cost of repairs is deductible. The cost of improvements is depreciable but not deductible.

If you make repairs as part of a general improvement plan, or if you do not keep separate records of the repairs, the repairs may be considered improvements which are not deductible.

This cleaner's first job, therefore, was to determine which alterations were improvements and which were repairs.

The Treasury considers repairs to be steps necessary to keep property in reasonable condition without adding appreciably to its value. In this case, the Treasury would accept as repairs: mending the bad spots on the roof, relocating steam pipes, mending broken plaster and painting walls and ceilings. All the other items would be treated as improvements.

So the cleaner had two contracts drawn up, one for repairs and one for improvements. The repairs amounted to \$5,000, which he was able to deduct on his tax return.

The same rule holds for repair and improvement of drycleaning machinery. If you have an automatic device installed on a machine to replace a manual one, don't include any repairs to the machine in the same contract. Have the jobs done separately. If this is not possible, be sure to keep separate records of the work.

#### Depreciation

When you buy assets (trucks, drycleaning equipment, fixtures, etc.) which do not wear out within a year, you are allowed to recover the cost by deducting annually from your income a portion of the cost over what is considered the life of the asset. The allocation of cost over the estimated useful life is known as depreciation.

Depreciation is complicated. For instance, the first step in figuring depreciation is to determine the cost of the item. But is the cost of the item what you paid for it? Not necessarily. It may be cost plus installation, plus freight, plus improvements, plus carrying charges, plus whatever other costs are proper.

To get the maximum allowance for depreciation you must have good records.

The Bureau of Internal Revenue estimates these items to have the following lives:

Spotting units, 10 years; presses, 15 years; sewing machines, 15 years; tables, 20 years; hat-blocking machines, 20 years; gas or oil burners, 15 years; drycleaning solvent machines, 15 years; rug cleaning machines, 12 years; driers, 15 years; steam pumps, 20 years.

If you lease your plant, you may take depreciation on the cost of installation of equipment over the period of your lease.

While the Government publishes depreciation rates for new machines, it does not list them for secondhand machinery. Your accountant can help you determine a depreciation rate for secondhand equipment which will be acceptable to the Treasury and fair to you.

#### Personal Problems

Tax planning should extend into your personal life, where the opportunities for holding down income taxes are also great.

For example, two brothers each contributed \$60 a month toward the support of their widowed mother. When they made out their personal income tax returns, they found that neither of them could claim the mother as a dependent—even though she had no other income.

Advance tax planning would have avoided that situation. To claim a person as a dependent you must contribute more than half of his support. If one brother had contributed \$61 a month and the other brother \$59, the first brother could have claimed the deduction this year. The next year they could have reversed the arrangement, always being sure that one contributed more than half.

#### Importance of Good Records

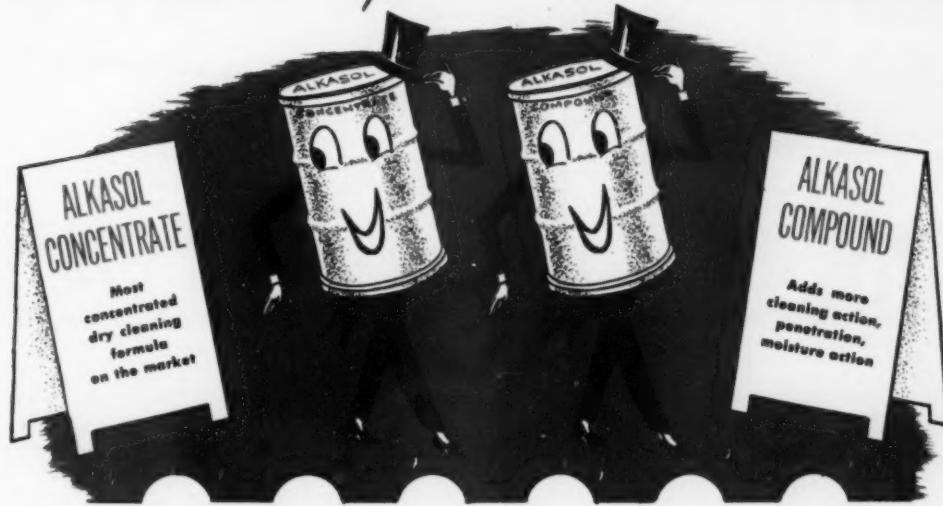
No one knows yet the full demands that the national emergency will make upon the country and upon your business in particular.

It is certain, however, that tax economy will be important to you. It is equally certain that your need for accurate records and efficient bookkeeping will be great. You will be best prepared to meet whatever controls may be required if you put your bookkeeping system in top order now. # #



# New! ALKASOL COMBINATION

THESE TWO **GOOD MIXERS** WORK TOGETHER AND...  
YOU GET THE FIRST *Complete* SELF-MIXED SOAP DETERGENT!



For the first time in the history of the dry cleaning industry, wet soluble soils are removed in the dry-cleaning process, to an extent never reached before.

MERSON'S ALKASOL CONCENTRATE combines with MERSON'S ALKASOL COMPOUND to give you a complete, chemically-balanced solution that has the penetration and cleaning action for almost perfect cleaning—a combination which goes to work on both dry-soluble and wet-soluble soils.

This new efficient combination works smoothly with no filter pressure. It takes out most spots right in the washer. It has no fatty acid.

Only the ALKASOL COMBINATION gives you this doubly-effective solution that.

**Costs only 41¢ a gallon to make up.  
Here is low cost plus most efficient  
cleaning!**

A *Merson* PRODUCT

Your best work . . . and your biggest saving . . . begins when you ask your jobber for **ALKASOL CONCENTRATE** and **ALKASOL COMPOUND**.

Manufacturers of the well-known  
**SO-KLEEN**  
for petroleum users  
and  
**SY SO-KLEEN**  
for synthetic users

MERSON PRODUCTS COMPANY  
63 Essex Street  
Jersey City 2, New Jersey



# 25 YEARS AGO.. APRIL 1926

FINDLAY, OHIO, CLEANER USES "WORLD'S SMALLEST" FORD DELIVERY TRUCK.



FRANK STUTZ, N.A.D.C. DIRECTOR PUBLICITY & ADVERTISING, SAYS: DRYCLEANERS' PROFITS AREN'T AS HIGH AS IN OTHER BUSINESSES, BUT ARE MORE CONSISTENT IN LONG RUN. A COMMODITY CAN SATURATE THE MARKET, BUT CLEANING IS SERVICE NEEDED LONG AS CLOTHES ARE WORN. PRICE CUTTING WITHOUT REGARD FOR PRODUCTION COST IS WEAKNESS OF CLEANING INDUSTRY... ETHICAL CLEANERS LEFT WITH NO METHOD FOR RECOURSE, OR SELF-PRESERVATION OTHER THAN TO TAKE 'WHACK' AT THE PRICE-CUTTER.

THIS IS ECONOMIC FAULNESS SINCE NO OTHER INDUSTRY GIVES ITS PRODUCT AWAY!



# 10 YEARS AGO.. APRIL 1941

NEW METHOD CLNRS & DYERS IN DENVER, COLO., SENDS NOTE OF SPRING IN CLEVER SALES LETTER... GLUE TINY TIN COTTON CHICKS TO LETTERS



MANY CLEANERS WHO HAVE BUILT UP FUR CLEANING AND FUR STORAGE BUSINESSES ARE NOW CONSIDERING GETTING INTO ALL PHASES OF THE FUR BUSINESS.



AMBERSION CLNRS, BIRMINGHAM, ALA., FIND 'CASH ON DELIVERY' POLICY HELPS PUT PLANT ON ECONOMIC PAR WITH THE CASH & CARRY PLANTS. (NO TICKLE, NO SHORTIE)



FROM WARD #5, AT "TREMBLE-LIP" (HOME FOR EX-CLEANERS' SUPPLIES SALESMEN)

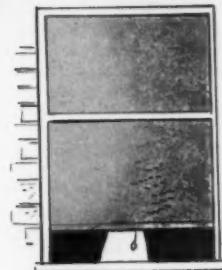
COMES WORDS OF CAUTION TO NEW PEDDLERS:

"A NEW SALESMAN MUST STEEL HIMSELF AGAINST THE URGE TO SAVE MONEY FOR A CUSTOMER... UNLESS (1) THE CUSTOMER CAN BE LED TO BELIEVE THE IDEA IS HIS OWN, (2) SPECIFICALLY ASKS FOR INFORMATION, OR (3) IS GOING BROKE SO FAST IT'S YOUR ONLY COURSE TO GET THE MONEY HE ALREADY OWES YOU!"



**TODAY! "THE LITTLE SHOP AROUND THE CORNER"**

# Don't get "taken" on a



# "BLIND DATE"



Insist on the genuine U.S. Patented

# ARROW SPONGE PADS\*

Why take a chance on unknown imitations  
when you can "date the real thing!"



Buying foam rubber sponge pads that are supposedly good as genuine Arrow Sponge Pads may prove to be as disappointing to you as our "Casanova's" blind date is to him. Insist on the one and only Arrow Sponge Pad that lasts longer, passes steam and vacuum instantly, and gives better pressing results on any garment. These and other proven features are the reasons for Arrow's continuing and ever growing popularity.

\*Reg. U. S. Patent Office



Patent No. 2482412

ORDER FROM YOUR JOBBER

# ARROW MANUFACTURING COMPANY

2922 TERRACE STREET • KANSAS CITY 8, MO.

For April, 1951

When writing to advertisers please mention The NATIONAL CLEANER & DYER

# GENTLEMEN CLERKS

## Experience With Older Men Opens Up Valuable New Source of Labor

by JOHN J. DUNN

**W**HILE the pool of available labor has begun to dry up in a number of spots in the country, the DreSwel Dry Cleaners of Grand Rapids, Michigan, has found a new source of store help among men in their late 50's or early 60's.

In the past five or six years, the labor pool never has climbed to the prewar levels. Now the accelerated defense and mobilization program can be expected to siphon off most of what's left in the small reservoir. DreSwel's employment policies are especially pertinent today, but actually the "gentleman clerk" program has a number of advantages which raises it above the status of an emergency measure.

The Grand Rapids firm, headed by Cornelius L. Bradford and his three sons, Lee, Lou and Mel, hired its first olderster in 1943 without fully realizing the possibilities in this type of employee. The clerk was a retired salesman who, finding his social security benefits inadequate, began working part-time at one of the stores. Unusually alert and vigorous at 70, the man soon learned to mark garments, handle transactions at the counter and fulfill the other requirements of a regular clerk. He was hired full-time and held down the job for four years.

Today DreSwel has men in two of its three branch stores. One is about 66 and was formerly employed in a grocery store. The other is around 56 and used to work in a drycleaning plant.

For an older man a sales job in a cleaning store is a pretty good deal. He works inside, there isn't too much pressure and the task requires little physical exertion. (The Grand Rapids firm bags all garments at the main plant, because of better facilities available there, but an incidental result was the lightening of the work load in stores.) The hours, from eight in the morning until six in the evening, seem longer to a young girl than they do to a man who has been used to working all of his life. Many men, hale and hearty at 65, are unwilling to try to meet today's prices with the small income provided by social security. There aren't too many jobs an older man can get—partly because of his diminishing vigor and partly because of the prejudices displayed by personnel managers.

In hiring men store clerks the Bradfords look for the same characteristics as they do in interviewing girls. In other words, evidences of responsibility, honesty and pleasing personality. If a man has a wide circle of friends in the neighborhood, so much the better.

The Grand Rapids cleaners are more than satisfied with their experience with gentlemen clerks. Absenteeism is almost nonexistent. The men readily assume responsibility for maintaining the cleanliness and efficiency of the stores. Usually they have had experience in dealing with the public. Most of them have lived in the section for years and know the customers by name.

The plant has had no problem as yet in hiring the type of men it wants. At times a man will apply for a job and ask to be kept in mind if and when something opens

up. In every city there are a certain number of men who are getting too old for their jobs or are being replaced by technological changes. For example, have you ever noticed the age of the clerks in the new supermarkets? The old-time grocery clerk is being supplanted by a young boy who can hustle cartons of canned peaches or trundle 50-pound orders to waiting cars.

DreSwel's men clerks are paid on the same hourly rate and incentive scale as the women. With our present income-tax setup, however, it is possible for an older man to draw more take-home pay than a younger person earning the same amount. A young girl usually carries only her own personal exemption. A part-time housewife may have none, if the husband is applying it against his income. A wage earner over 65, on the other hand, has a double exemption. If his wife is also over 65, he can carry two for her. On this basis, with four exemptions at \$600 each, he would pay federal income tax only on that part of his income over \$2,400 a year.

There seems to be a general feeling in the drycleaning industry that, all other things being equal, it is to the advantage of the plant to hire young and attractive store girls. In fairness to DreSwel's policy of employing older men, it should be pointed out that the "pretty girl" theory has never been proved one way or the other. Assuming they had brains and you could hire them, a staff of nifty gals might give the store manager an incentive to visit the various branches. They might draw some masculine trade into the store, but how much drycleaning business comes from men? Women are notoriously cold to the blandishments of a pretty face.

While a man of 60-plus cannot be hired with the idea of moving him up in the organization, few girl store clerks are employed with that goal in mind. Even though it is likely the older man may be expected to stay with the firm for a maximum of four or five years, the plant's investment in training is almost nil. How long does the average girl clerk remain on the job?

There is much to be said for the hiring of older men in stores. Besides, you can expect to employ these older men when most of the smart young chicks are taking short courses in acetylene welding. # #



OLDER MAN hired as branch-store clerk marks in garment for plant



**Are you prepared to take advantage  
of this money-making opportunity?**

You can—with the aid of



If you handle or plan to handle furs . . . if you want to build up and supplement your storage business . . . if you want a profitable project for the slow summer months . . .

Give a complete fur service in your own plant!

Even the beginner can quickly learn from THE FUR BOOK to do simple repairs and remodeling. The more experienced furrier will benefit from the improved and simplified methods in let-out work and other standard techniques. Sample repair and remodeling jobs described step by step—easy-to-follow instructions with many clear diagrams and photographs.

With table of estimated costs.

### THE FUR BOOK

also includes chapters on:

Cleaning, glazing and dyeing. How to make fur accessories. Common problems and how to solve them. Types of furs and how to handle each.

A complete, practical,  
self-teaching course in  
every phase of fur work

only \$7.50

- THE NATIONAL CLEANER & DYER
- 304 East 43rd Street
- New York 17, N. Y.
- Gentlemen:  CHECK  MONEY ORDER
- Please send me my copy (postage paid) of THE FUR BOOK by David G. Kaplan.
- Name \_\_\_\_\_
- Firm \_\_\_\_\_
- Address \_\_\_\_\_
- City \_\_\_\_\_ State \_\_\_\_\_



ORIGINAL COLLAR and pattern traced from it



ORIGINAL AND NEW. Top: Original collar and paper pattern. Bottom: New pattern with point not yet removed. Worn excess fur in center. Let-out cuts have been unraveled

## CROSS-FOX COLLAR

Chance for Low-Cost Fur Jobs in Remodeling  
Collars of Patrons' Discarded Cloth Coats

by DAVID G. KAPLAN

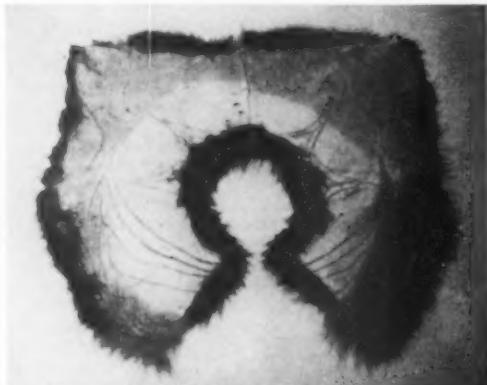
NEXT time the opportunity arises, check the percentage of fur-trimmed garments among the ladies' cloth coats you handle. The proportion has dropped a little but it is still overwhelming. And when the cloth finally gives out, does the customer throw the fur trimming away with the coat?

Not so you'd notice it. She is more likely to bring in the fur trimming and ask you to make it over into a pair of cuffs, a muff, a small cape, a dress edging or anything else that comes to mind. Sometimes she will

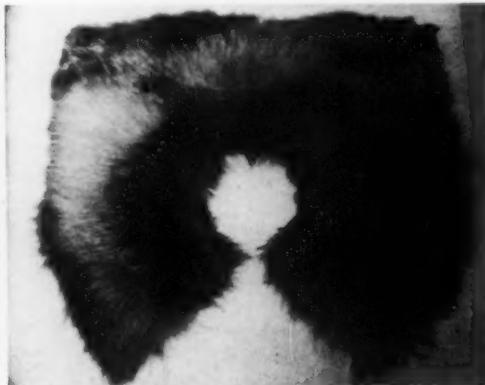
go so far as to ask you to rework it on to another untrimmed coat, but that's another story.

The cross-fox-collar job described and pictured in this article is typical. Removed from a higher-priced cloth coat, it was originally an off-the-neck collar, a styling which minimizes the wear on the fur. It was brought in with the query, "Can't it be remodeled into a small collar that could be worn over a coat or suit?"

Working sharply colored fur such as cross fox, with its separate, distinct areas of orange and gray, is some-



RESEWED COLLAR, with points cut away, has been stapled



COMPLETED COLLAR from hair side, shown flat

*Now you see it*

*Now you don't!*

**STAINS VANISH INSTANTLY**

**with this INDISPENSABLE TRIO**

JIFFY STICK      RUST STICK      STRIP STICK

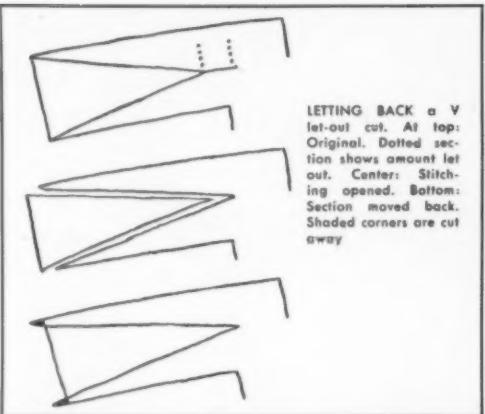
An ideal method  
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**Stubborn Stains!**

- Dye Stains
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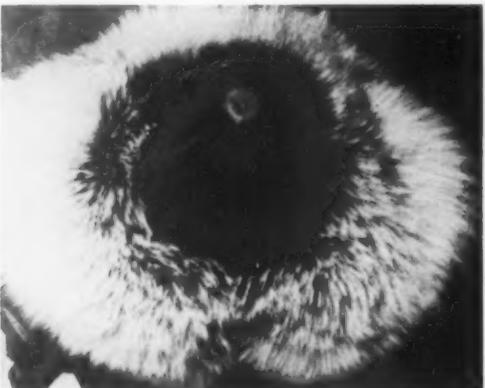
ORDER FROM YOUR JOINTER



LETTING BACK a V let-out cut. At top: Original. Dotted section shows amount let out. Center: Stitching opened. Bottom: Section moved back. Shaded corners are cut away



COMPLETED COLLAR, showing lined side



TOP VIEW of completed collar draped on a figure



MINK COLLAR JOB of same nature as described in article indicates volume possibilities of this technique

what like the cutting problem inherent in brightly colored plaids. You can't just cut it to any pattern you wish, as you can with Persian lamb, for instance. The color scheme limits the job.

In this case the solution was to make some trial pin-drapes on a figure and let the customer approve the layout before cutting. The agreed change involved removal of part of the original back of the collar and sections of the original revers, changing the style to

a modified "sailor" that could be worn up close to the neck.

While the collar was still pinned out, a sharp tracing wheel was used to indicate just how much was to be cut away. The lining, underlining and tape were then removed. The original outline of the collar was then traced out, and the resulting pattern modified in accordance with the plan.

When the worn section of the original back had been cut away, each half of the collar was found to be about two inches longer than needed. A quick way of adjusting this would have been to cut the excess good fur away, but it seemed a shame. The alternative was to unravel two of the original "V" let-out cuts on each half and let them back; that is, resew the cuts back to the position of the fur before the cut had been let out. This "letting back" not only shortened the half collars as needed but it also made each half a good bit wider at the back where width was helpful.

After each half had been resewed, the two were carefully compared to see that not only size and shape were identical but also that the color schemes were symmetrical. Balanced removal of the excess points was assured by careful preliminary pinning before cutting.

Fox at best is none too strong, so stapling was used to flatten (not stretch) the joined halves over the marked pattern. It was necessary to stretch both halves to fit the pattern and no more, for if one side were to be pulled over the pattern, the subsequent squaring would upset the color balance.

After the collar had dried overnight, it was removed by lifting the heavy paper upon which it had been stapled. The minute edge irregularities were cut away, all edges friction-taped, then machine-taped. The finisher bent the tape over some padding and stitched it flat, then felled a lining on top. A small hook and eye at the neck completed the sewing. The collar was freshened by a momentary application of the steam gun with the flow of steam being kept carefully parallel to the leather.

There are probably few women who don't have, carefully wrapped and camphored, some precious piece of fur that's too good to throw away. An inexpensive pattern set of small fur items like those listed above, plus some salesmanship, can bring a good deal of this potential out of hiding to swell your fur department volume. Best of all, this sort of job involves no investment or matching, two items which mushroom fur department costs. # #

# For Fast, Safe, Economical DRYING OF *All Types* OF GARMENTS



## WITH THE EXCLUSIVE *up-draft* HEATMASTER UNIT

DRY-MASTER Drying Cabinets will increase your volume by providing faster, better drying of all kinds of garments, including light silk and rayon dresses, evening gowns, coats, suits, gloves, hats and woolens.

A heat control offers positive protection for the most delicate fabrics. The exclusive Hopkins HEATMASTER unit assures proper balance of air, pressure, moisture and heat for the most efficient drying. The up-draft "Turbo-Duct," located at the bottom of the cabinet distributes the heated air uniformly so that all parts of the garments are dried quickly

and evenly. Moisture-laden air is exhausted from the top of the cabinet as fresh air is taken in through the blower.

The DRY-MASTER is constructed to give a long life of trouble-free service. The cabinet is heavily insulated with  $\frac{3}{4}$ " thick asbestos aircel board between outside and inside walls of heavy-gauge steel. Extra heavy chromium hardware is used throughout. For more complete information and name of nearest jobber, write



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TING UNITS • DRYING CABINETS • CURTAIN STRETCHERS • FLAMMABLE  
WASHING MACHINES • WATER REPELLENT TANKS • SPOTTING ATOMIZERS

A "MASTER"  
*Alfred Hopkins*  
ENGINEERED PRODUCT

# QUESTIONS and answers



## Compare Faded and Reverse Sides

*Customer complains we faded this chair cover and davenport cover, but it looks like sunfade to us. What do you think?—L.L.D., New York*

**I**t is primarily sunfading, which is most noticeable on the back of the davenport cover, which probably was toward the window. There is also some crocking or rubbing off of dyestuff in spots that received the most friction. This is particularly noticeable on the top and arms of the monogrammed chair cover.

This should be fairly easy to "sell" to your customer, because if the drycleaning were responsible for this loss of color, the loss should be apparent throughout all parts of all the pieces. In every instance, however, the inside surfaces are practically as bright as when the customer purchased these covers. If this had been one of those instances where the print is on only one side of the cover, there would still have been hems and seams to check for the original brightness.

## Alkali Hits Wool

*What caused the hole in these trousers? We examined the garment on receipt and noticed no hole at that time.—T.C., Tennessee*

**T**HE hole in the material was caused by a strong alkali such as caustic soda or lye. It probably appeared as a dark stain when you received the garment from the customer. Wool is damaged by concentrated alkalies, and the weakened fabric fell out in the drycleaning. If the fabric survived the drycleaning operation, the alkalies, which are mostly water-soluble, remained in the fabric. The chemical action was then speeded up in the tumbling to the point where the fabric was immediately weakened and the hole appeared.

Strong alkalies are not commonly used in the drycleaning plant. They could have easily got on the garment in the home, since caustic soda or lye (Drano) is commonly used in the household. It is also possible that investigation will reveal that the customer either works in an industrial plant or a laboratory where strong alkalies are either used in processes or are easily available.

## Substitute for Water in Nailing

*What could I use in place of water when nailing? I find that water has a tendency to destroy the oil naturally given to fur-bearing animals.—G.F., Chicago*

**Y**OUR inquiry seems very simple, but it raises all kinds of questions and answers.

First, water will not destroy any of the oils in a dressed fur in good condition. (These oils are not the original ones put into the skin by nature but replacements worked into the leather by the dresser.) Any fur leather in good shape can be soaked in water and dried out without harm.

Why, then, do certain furs when repaired or remodeled dry up and tear as soon as water is applied? Be-

cause these furs have had their oils removed, usually by drycleaning, sometimes by poor storage, occasionally by overdrying with artificial heat. The real danger of immersion cleaning of furs is precisely this, that it weakens the fur so that the next time water is applied it will disintegrate. It is your job to watch for the unnaturally white leather that reveals previous drycleaning, especially on mink and muskrat, and to test all used fur leather by applying a little water to it before undertaking any work on it. This applies only to used fur. New dressed furs should not be affected by water.

If you must work these weakened furs, cut and sew them without water. Nail or staple dry. Apply a little leather softener and very little water after the garment is stapled out. There are several of these products on the market, made for furs. Apply a little to the dry leather of a garment already nailed out if you doubt its strength.

## Slippage and Pulled Seams

*We only drycleaned this dress, with no spotting, no wetcleaning. Now the customer accuses us of causing the seam pulling and yarn slippage.—M.A., New York*

**S**UCH yarn slippage is common, particularly in areas receiving the greatest amount of abrasion; also where perspiration affected the sizing that has been holding the yarns in place.

On this dress the yarn slippage is confined to one panel at the waist. In this one panel the weave runs across the garment, at the back, which makes it more likely to give when the wearer sits down. Moreover, the garment apparently fits the owner too tightly, to judge from the way the seams have pulled, which increases the tendency for the yarns to slip where the fabric is stretched tightly.

In any case, it is unlikely drycleaning could have caused the damage, particularly when it appears in one panel only and at a point subjected to the greatest strain by the wearer.

## Overbleached Lace

*This blouse was drycleaned with a number of other garments. All other garments were intact, but the lace on the blouse was badly torn in spots. We feel the lace was faulty, although the customer is holding us liable.—H.D.C., Texas*

**T**HE damaged lace was very weak due to over-oxidation. This was probably caused by overstrong bleaching during the manufacture, which severely tendered the lace. When drycleaned, the weakened yarns fell apart because of the mechanical action necessary.

The sections of lace that remained intact evidently were from a different piece of goods. It is obvious that immersion in drycleaning solvent could not single out a particular section of the garment without affecting the entire garment in the same manner. In this case only the lace at the cuffs, neckline and part of the front section has been affected. The remainder of the garment is strong and undamaged.



Just as a parachutist depends upon his parachute for protection, your customers depend upon you to deliver their garments completely protected against soil, fading and damage. Moth Seal and *only* Moth Seal will do this job for you.

There is only one Moth Seal garment bag—three ways better: beautiful appearance; patented fadeproof Windo (the only Windo used in storage bags that excludes all light and prevents fading); double sealed for extra protection. No other storage bag offers these unique features.

Two styles . . . Standard Cedar Grain without Windo . . . and DeLuxe Windo style!

Moth Seal is available in your territory now . . . ask your jobber.



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Para-Lux Products Company

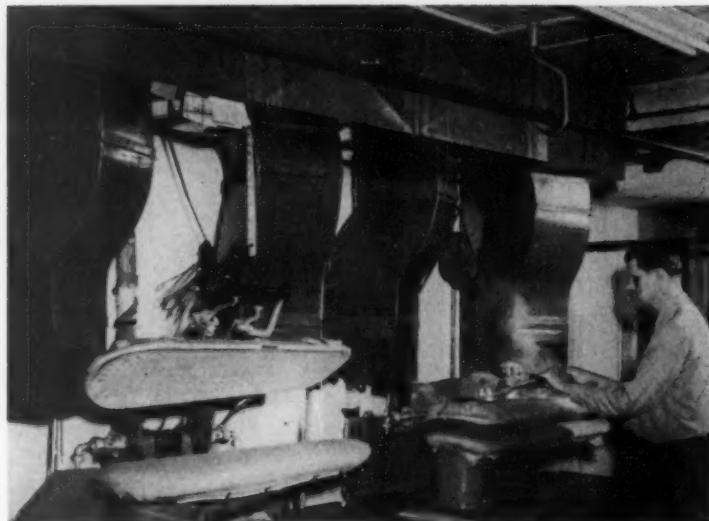
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# Summer Comfort

## Hot-Weather Drop In Wool-Finishing Production Ended By Exhaust Ducts

by LOU BELLEW

Right: KURLEY EVERETT DID HIS BEST to hold the head down and at same time give steam enough so we could show how the hoods work



**H**IGH summer temperatures used to plague the finishing department at Vogue Cleaners in Lafayette, Indiana. Without adequate cross ventilation, the wool finishers worked in a dead spot along one wall. Production, of course, fell far below par during the summer months.

To cool the workers owner Kurley Everett built a system of exhaust ducts to an engineer's specifications to carry off a considerable portion of the heat from the equipment. The result has been to reduce the temperature to a most comfortable level for the wool finishers.

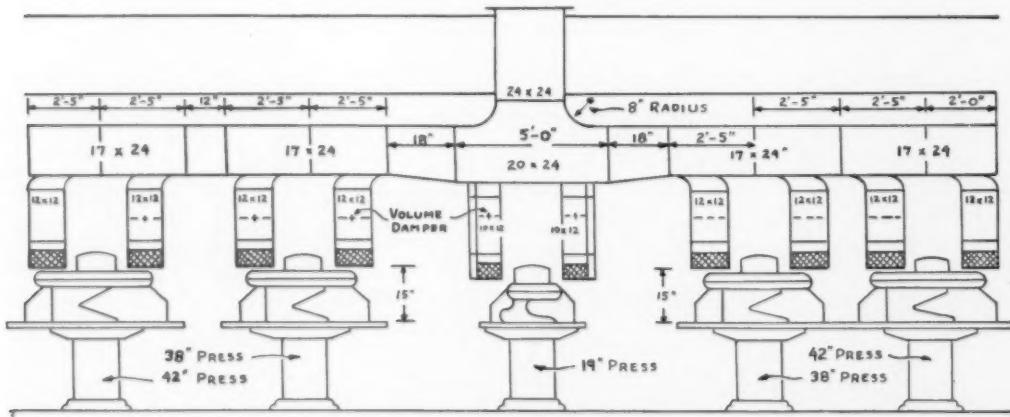
In spite of the best engineering theories, the results were obtained largely through a trial-and-error method to determine the proper placing of the business ends of the exhaust stacks. For highest efficiency these 12-by-12-inch hoods were finally placed one at each end of each press, at a point 15 inches above their plat-

forms and just far enough back to clear the heads when in a raised position.

The exhaust fan is powerful enough to provide an exhaust volume of 2,000 cubic feet per minute for each press or 1,000 for each hood. The main exhaust header is 17 by 24 inches square and runs along the ceiling above the presses, exhausting through the roof through a 24-by-24-inch stack, which is situated at the middle of the header.

To seal the joints airtight, waterproof glue and muslin were used. After drying, the muslin was given two coats of aluminum paint.

Aside from having to remove two of the hoods when a steam-air finishing unit was substituted for one of the original presses, this system has been in use for four seasons, and production has remained the same, winter and summer. With no more summer drop-off, it looks as though Vogue's investment was well worth while. # #



CONSTRUCTION OF EXHAUST SYSTEM shown in blueprint above

# AT LAST! "HUMIDITY CONTROLLED CLEANING"



Are you sure how much moisture you are using?  
How much moisture is in the garments that come into your plant?

What is the relative humidity?

How much moisture is in the soap you are using?  
What percentage of moisture is necessary to produce top soil  
and stain removal in cleaning clothes?

All these things you have to know to do a uniform,  
top-quality cleaning job every load run in your plant.

## HERE'S THE ANSWER:

Adco research has developed an exact balanced moisture  
control method of cleaning. Another Adco first!  
Adco's Humidity Controlled Cleaning with "400" eliminates  
guesswork in dry cleaning formulae. No more shrinkage—  
no more wrinkling—no more claims due to the usage of excess  
moisture! Contact Adco direct or your local Adco  
representative for your free hygrometer, plus attractive  
complete formulae chart for your cleaning room.



# 400

400 - The Humidity Controlled Cleaning System  
BOSTON • NEW YORK • CHICAGO • LOS ANGELES



Yes, somebody's always looking  
at your clothes... always eyeing the quality of your cleaning. They  
buy them, sell them for keeps on the way you've  
cleared by making sure your cleaning always  
has ~~any~~ appeal. It has it—always  
you use "400".

1. 400's patented "Food for  
Fabrics" ingredients replaces  
various mineral oils to any type  
of fabric.

2. 400's maximum efficiency  
means minimum labor costs...  
less spotting, finishing, wet  
cleaning.

3. 400's "demargin" factor  
lets inexperienced help do  
perfect cleaning.

4. 400's positive moisture con-  
trol insures perfect cleaning  
any climate, any time.



*ADCO, inc.*

Sudan, N.J., U.S.A.

Manufacturing Cleaners

McGRATH

it's made ~~in~~ ~~the~~ way...  
by the way it's made

# ASSOCIATION NOTES



**Local Elections:** At a recent meeting of the Lehigh and Northampton County (Pa.) Dry Cleaners Guild, the following officers were chosen: president, Charles Kohler, Jr.; vice president, Joseph Hudock; secretary, Edward Kern; treasurer, Angelo Galante. The Guild is affiliated with the state association.

The Harris County (Texas) Cleaners and Laundry Institute met recently at Houston to install the officers for 1951. They are: president, Sam Muscanere, Lily Ann Cleaners; vice president, John A. Cronin, Tidy Didy Wash; secretary-treasurer, Charles L. Bell, My Own Cleaners. Philip Cronin is executive secretary. Directors installed were Jack Gates, John G. Taylor, John C. Middleton, Leonard Farber, T. B. Blair, Max Frank, J. H. Curby, and Glen W. Wilson, retiring president.

The Neighborhood Cleaners Association (New York City) has elected the following officers for the coming year: president, Paul Marcus, Marcus Cleaners & Dyers; executive vice president, Louis Gelman, Serve-U Cleaners; vice presidents, Louis Rose, Lewis Cleaners, and Mack Giunta, Mohawk Valet Service; secretary, Irving Golub, B B Cleaners; treasurer, Hyman Solomon, Beverly Cleaners.



INSTALLATION of officers at Neighborhood Cleaners Association dinner

Directors are: Nathan Cummings, Moderne Way Cleaners; Harry Eagle, H & M Cleaners; Louis Jacobs, Aladdin Cleaners & Dyers; Hyman Koff, Re Nu Cleaners, Inc.; Leo Marlin, Orchid Cleaners & Dyers; Joseph Rempell, Green Cleaners; Nat Sackin, L. Brandes Cleaners & Dyers; Irving Saks, Normandie Scientific Cleaners; Harry Ungerleider, Lafayette French Cleaners & Dyers, Inc., and Melvin Wasserman, Inspected Dry Cleaning Corp.

Members of the Eastern Canadian Sanitone Clean-

ers Association met for their ninth annual convention at Montreal February 1-3. In spite of a blizzard, an excellent attendance was on hand to hear Bob Bower, Bill Boyd and Les Francis of Emery Industries.

Remi Rivard, Rivard Cleaners Ltd., Windsor, was chosen president for the coming year, and Bill Cleland, Cleland & Flindall Ltd., Kingston, was elected vice president-secretary.

# #

**Changes in Michigan:** The retirement for reasons of health of Mrs. Bea Harman as executive secretary has been announced by the Michigan State Association of Cleaners & Dyers. Mrs. Harman was given a parting gift by the board of directors as well as an honorary life membership in the association.

Mike O'Neill, formerly promotional director, has been promoted to the office of managing director.

The association has announced a plan of dual membership, under which dues paid to the state group will also give membership in local chapters. Another plan announced in a recent bulletin is preparation of a sound color film directed to the consumer and designed to help members sell drycleaning.

# #

**Dyers Choose New Officers:** Meeting at Atlantic City in connection with the NICD convention, the Garment Dyers Guild of America chose the following officers for the coming year: president, Walter Loebel, Loebel Dye Works, Roanoke, Va.; vice president, Fred Nuttall, Electric City Dyers, Scranton, Pa.; secretary-treasurer (reelected), John Egli, General Dyeing Company, Indianapolis. Directors in addition to the officers are past presidents Stanley Simon, Tru Color Dye Works, Brooklyn, and Leon Teichner, Almore Dye House, Chicago.

Allan J. Copeland was retained as executive secretary. His advertising agency in Chicago will act as advertising and publicity counsel for the Guild.

Future plans of the group include a campaign to assure drycleaners of better and more dependable



LUNCHEON MEETING of Garment Dyers Guild at Atlantic City was attended by members, prospective members, trade press and allied trades



**the world's  
FINEST SPOTTERS**

**for every spotting need since 1925**

**VD SPOTTER** unexcelled for pre-spotting and hard brushing of water soluble and solvent soluble stains on silks, celanese, rayons and other fine fabrics.

**PURO** has advantages of chloroform without the disadvantages. Ideal for touch-ups and any spotting without necessity of rerunning.

**SPEEDEE**, the fastest working, safest of all paint, oil and grease removers. Flushes out freely with water or organic solvents such as Stoddard or chlorinated solvents.

**PLUS** unexcelled in removing perspiration and large food stains on dry side without harmful effects of water. Yet, can be used with water if desired.

**WET SPOT** saves costly reruns when dry solvents are used. The chemical make-up of Wet Spot makes it invaluable to the operator because of its ability to remove soil, albumin, paints, oils, and greases, using wet spotting methods.

**ADCO DETERGENT**..the original pine spotter..used by cleaners the world over since 1925.

**NEUTRA**, a neutral wet spotter penetrant and lubricant. Stable to acid or alkali. Safe to colors.



*Anything any spotter can do,  
they can do better...and at less cost!*

"It costs less to use the best"

*Adco, INC., SEDALIA, MISSOURI, U.S.A. • Manufacturing chemists since 1908*

service and ease of finishing; an educational campaign with the cooperation of the NICD directed toward the drycleaner's customer, to encourage her to use more dyeing, particularly as a conservation method in times of shortages; preparation of a wide range of sales aids for drycleaners.

The Guild is also launching a campaign for expanded nationwide membership. Dye houses of any size will be welcome as members, it is stated, with quality the basis of acceptance. Interested dyers or drycleaners wishing further information about the group's program are invited to write to Mr. Copeland at 179 W. Washington St., Chicago 2, Ill.

# #



DETROIT DRYCLEANERS INSTITUTE and Laundry Institute of Detroit recently held luncheon meeting to honor Frank Rosenblum, secretary-treasurer of Amalgamated Clothing Workers of America, a visitor to the Motor City. At head table, left to right: Thomas V. LoCicero, attorney for both associations; Bernard Milinsky, Wayne Laundry; John C. Meissner, executive secretary, Laundry Institute; Harry Rosman, president, Detroit Drycleaners Institute; Frank Rosenblum, secretary-treasurer, ACWA; Morris Spitzer, manager, ACWA; Loren G. Farrell, executive secretary, Drycleaners Institute; Louis Schultz, regional director, ACWA; Dave Chaney, manager, clerks' union, ACWA.

# #

New Mexico Reorganizes: The New Mexico State Dry Cleaners Association, which has been inactive for about four years, has been reorganized with D. W. Driskill, Federal Cleaners, Albuquerque, as president. Alva J. Coats, P. O. Box 426, Albuquerque, is executive secretary of the group. The association's board of directors will meet in Albuquerque on April 15 to set the reorganization plan in motion.

# #

New York Merger: Members of the Neighborhood Cleaners Association of New York City and the Westchester (New York) Cleaners Association have formally voted to join to form a new organization which other groups in New York State and northern New Jersey could join as chapters. The Neighborhood Cleaners Association of Greater New York has been suggested as a name for the new organization.

# #

Local Meetings: A recent meeting of the Owen Sound Division of the Dry Cleaners Institute (Ontario) was attended by owners and buyers of ladies' wear shops in the area. D. H. Currie, Institute manager, spoke on relations between the retailers and drycleaners, and unserviceable fabrics were exhibited.

Members of the Wichita (Kansas) Dry Cleaners and Laundry Association were addressed at a dinner meeting by City Commissioner Salome, who discussed a proposed local air base. The activities of the cleaner-customer arbitration board of the Chamber of Commerce were described by its representative, Ralph Hinman.

Officers of the group are Ralph Thomas, president; Don Bethel, vice president, and Bert Cross, secretary. Lee Bruce is program chairman.

At the regular January dinner meeting of the South Texas Cleaners & Dyers Association, President Walter S. Pope, Jr., discussed the rise in labor costs and also labor training plans. W. A. Robinson reported on the work of the Dry Cleaners Institute of Texas. The featured speaker of the evening was J. B. Turner of R. R. Street & Company, Inc., who emphasized the importance of maintenance and proper supervision.

# #

Changes on Pennsylvania Board: The resignations of two directors of the Pennsylvania Association of Dyers and Cleaners are due directly and indirectly to the needs of the armed service. Charles Gerbron, Philadelphia, an active member of the Naval Air Reserve, has been recalled for duty. M. L. Swimmer, Uniontown, was obliged to resign as director because the entrance of his son in the services deprived him of a branch-plant manager.

Mr. Gerbron has been succeeded as a director by William Harrison of United Cleaners, Philadelphia.

# #

Short Course in Mississippi: A three-day short course in drycleaning, spotting and wetcleaning was held under the auspices of the Mississippi Laundering and Cleaning Association at the Edwards Hotel, Jackson, Mississippi, on February 24-26. The classes, held under the supervision of NICD staff instructors, were attended by 94 students from Mississippi, Alabama and Louisiana. Spotting boards and a model cutaway filter and still were used in the classrooms. The NICD staff and their subjects were: Charles B. Truxal, spotting theory; Judd C. Randlett, spotting practice; Harry P. Knapp, drycleaning theory, and Howard E. Reeves, wetcleaning.

Much of the success of the short course, the NICD reports, was due to the splendid cooperation and planning of the executive secretary, Gordon Marks; the association president, W. D. Alberts, and Philip Kolb, a newly elected director of NICD.

Shown below are two interested groups of students at previously reported short courses.



SPOTTING SCHOOL preceded January convention of Indiana Association in Indianapolis



SOME OF INTERESTED STUDENTS at spotting clinic held in Minneapolis in January

# #

New Local Groups: A board of trade for the Philadelphia area cleaning and dyeing industry was formed at a joint meeting of the Philadelphia Wholesale Cleaners Association and the Chain Store Cleaners of Philadelphia. Retailers are being invited to join the new

*Put your name  
where it  
counts!*



Impress your name on important people—your customers—  
with a strong advertising message that tells them what you have to offer.

Constant repetition of your name

printed on dependable service garment bags builds business.



**INTERNATIONAL PAPER COMPANY**

Southern Kraft Division U.S.A.

organization, so that the entire industry will be included.

Joseph H. Needleman, Norway Service Cleaners, Norwood, Pa., was named president and Herman Kurtz, Peak Cleaners, Philadelphia, secretary of the new group. Directors are Herbert Leopold, Centennial Cleaners; Herbert Koren, Master Cleaners; Meyer Mednick, Peak Cleaners; William Rifkin, Sun Cleaners; George Medirian, Directo Cleaners. John T. Ward, executive secretary of the wholesalers' group, and Mr. Kurtz were named ex-officio members of the board.

The purposes of the new organization, Mr. Needleman stated, are to promote better consumer relations, centralize drycleaning and dyeing research in one body, and serve as an information center for the industry in the Philadelphia area.

The Laurentide Association of Drycleaners and Dyers was recently organized by members of the industry in the Laurentian region of the province of Quebec, Canada. Officers of the new group are: president, Clovis Lecouédic, St. Jerome; vice presidents,

Gaston Charbonneau, St. Jovite, and Albert Sarrazin, Ste. Therese; secretary, Conrad Aiello, St. Jerome; treasurer, Lionel Gauthier, St. Jerome; legal counsel, Jean Guérin, St. Jerome. Directors are J. Renaud and George Lortie of Ste. Agathe-des-Monts, and S. A. Genest and A. Filiatrault of St. Jerome.

# #

**Meeting in France:** Delegates from seven countries of Western Europe attended the convention of the French Federation of Dyers and Cleaners, held in Toulouse, France, February 2-7. President M. J. Salle nave presided at the sessions, which were addressed by various officials of the French government.

Talks on industry conditions in their respective countries were given by delegates from the seven nations, including Max Zerny, who recently retired as president of the British National Federation of Cleaners and Dyers. More than 20 allied trades firms, including several American companies, exhibited equipment at the meeting.

## N. I. C. D. NEWS



ROBERT T. GRAHAM

**Graham Joins Staff:** A new addition to the NICD research staff is Robert T. Graham, who will be the textile chemist in the textile analysis department. Mr. Graham is experienced and qualified in matters of textile mill practices and irregularities. He received his Bachelor of Textile Chemistry degree in 1934. Since his graduation from Lowell Textile Institute, he has been affiliated with several leading textile mills. During the late war he was with the Hanford

Engineering Works, a department of the Manhattan Project.

# #

**Back in the Army:** Major Ross A. Wright USAFR, of the public relations and research staff of NICD, has been recalled to duty with the Air Force. Major Wright

was associated with Quartermaster laundry and drycleaning activities during World War II and served in the African and Italian theaters as Laundry Operations Officer and Theater Laundry Officer. Major Wright's assignment with the Air Force will be in the office of the Deputy Chief of Staff Material, Headquarters USAF.

As previously reported, the NICD has also lost to government service its legal counsel, Max L. Feinberg. Mr. Feinberg was with the OPA during World War II as Chief of the Services Branch and Chief Counsellor of the Restaurant Branch. His present assignment is Chief of the Services Branch in the Office of Price Stabilization.

# #

**Recent Technical Bulletins:** Finishing techniques for sunburst-pleated garments, with particular emphasis on garments which require finishing following wet-cleaning, are discussed in NICD Technical Bulletin T-251. This bulletin is a continuation of Technical Bulletin T-245 that described the hand finishing of sunburst pleats. T-251 discusses the equipment and procedure for completely repleating the sunburst pleats, and gives recommendations for reshaping and resizing.

Technical Bulletin T-252 gives information on color loss in acetate rayons. The bulletin describes the test work of the NICD research laboratories and results. It outlines suggested precautions to prevent such damage during the drycleaning process.

# #

**Home Economics Promotion:** The third annual fashion forum sponsored by the Department of Clothing and School of Home Economics of the University of Alabama was held February 16-17. Dr. Dorothy S. Lyle, director of consumer relations of NICD, arranged an illustrative exhibit of "Headaches for the Dry-cleaner," and spoke to the group on "An ounce of prevention is worth a pound of care."

Dr. Lyle also appeared on the program of the Nassau County Home Economics Association Workshop, held at Garden City, N. Y., on March 1. She addressed over 75 home economists on "The Care of New Fabrics in Cleaning and Dyeing."

(Continued on page 131)



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## MOISTURE FORMULA

### For Perspiration & Food Stains

For safest removal of perspiration and food stains, prepare Stock M by mixing equal parts of Cyclo, solvent and water in the order named. Apply to stained area from dasher bottle. Temp with spotting brush. Flush area with solvent. Wash garments separately and return the group for re-washing in clear solvent on filter circulation. With this method the feathering out is done in the washer instead of on the spotting board, and there is no remaining trace of discoloration, staining, rings or odor. Write for complete information on spot-testing with Stock M of Cyclo.

## PICRIN FORMULA

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Cyclo is especially adaptable to the Spray Spotting Method. The Leveling Solution prepared for the pressurized tank and spray gun is made from 1 part Cyclo and 5 parts petroleum solvent. When sprayed over wet area following steam spotting or after application of water as such, the 1-5 Leveling Solution permits the feathering to be done in the machine instead of on the board. The 1-5 solution levels off all disturbed sizing and leaves no rings or discoloration whatever on otherwise hard-to-feather fabrics. Write for complete information on the Two-Gun Method.



For 24 years Cyclo has been recognized by expert craftsmen as the most practical chemical 1927 compound for use in all general prespotting and handbrushing operations. It is in universal use throughout America in large plants and small; petroleum and chlorinated; wholesale and retail. No successful attempt has been made in duplicating Concentrated Cyclo for any of its many uses.

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MAIN PLANT AND STORE of Owl Cleaners & Dyers at San Antonio



TWO BRANCH STORES have different names. Firm also runs three trucks

## Shoe Repair Service

### Texas Plant Finds Profits in Sideline With Added Cleaning Volume As "Bonus"

**A**BOUT a year ago Henry Castillon and Richard Ochoa, operators of Owl Cleaners in San Antonio, Texas, bought a shoe repair shop which had rented a small space in one of their two branch stores. They made a study of the shoe repair business and decided to go after the real profit. Most of it, they found, comes from selling "findings"—such as laces, brushes, polish—and increasing the repair charge through suggested work.

The Owl routemen and store girls were trained in selling the shoe repair service. If a customer asks about a half sole, the advantages of a sewed whole sole are explained, with a partially finished shoe used to make the sale. On all shoe work the customer is told about the new scientific refinish job which produces a pair of shoes that look new and hold their shine for weeks. The routemen and counter girls are also trained in selling foot correction work, if the shoe wear shows the need of this high-cost service.

On every garment order which leaves Owl Cleaners through its plant store, the outlets or by one of the three routes, there is a hanger or button tag. This tag reads: "Shoe Troubles? Then Try Our New Shoe Repairing Service. Satisfaction Guaranteed Or Your Money Refunded."

"Satisfaction guaranteed or your money refunded" is a working rule at Owl. A slip goes in a pocket of every garment leaving the plant, carrying this statement and the finisher's and inspector's number. Every pair of shoes repaired has this ticket inside one shoe or strung on to a lace.

The owners say there are few takers for the money-refunded guarantee. They wish there were more—it's good advertising, they say. The occasional chance to do over a garment and hand it back to the owner without charge for either the first or second cleaning is necessary to keep word-of-mouth advertising on their guarantee going around.

There have been no guarantee takers on the new shoe service. "We are hoping," Richard Ochoa said, "that the first complaint will be a full rebuilding job with the refinish service. We would like to correct the complaint and then hand the customer the re-repaired shoes without charge, with our compliments. And we hope that he is the most popular man in this section and the biggest talker."

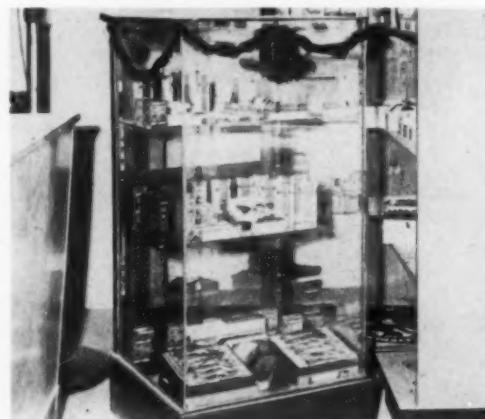
Owl keeps a complete and accurate customer-control card file. The record is checked before work leaves the

plant. If the order comes from a new customer a note, written in pen and ink on an attractive Owl Cleaners card, is stuck in the pocket. The customer is thanked and invited to come back. The same procedure is followed with shoes.

On the second or third order a folder on the firm's de luxe service is placed in a pocket or pinned to the bag. The regular cash-and-carry service is 85 cents, the de luxe \$1.25. The latter includes hand-finished linings and touch-up. This service was added a year ago. Through constant pushing with advertising folders and through suggestion selling by counter girls and routemen, today 28 percent take the de luxe service. The de luxe service breakdown shows 60 percent ladies' and 40 percent men's work.

Partners Ochoa and Castillon are working out a de luxe shoe rebuilding job which will carry approximately the same price differential as their de luxe cleaning service. They plan to push this service in the same way that they have handled the introduction and selling of the garment de luxe service.

Shoe repair volume increased to such an extent that the management decided to add to the equipment. More shoe repair volume was coming from the branch



SHOWCASES WITH SHOE FINDINGS (brushes, polish, laces, etc.) are set up in each branch store and plant store

# dry cleaning Gets DRY in a hurry



at G & K CORP.

MINNEAPOLIS



That's right—G & K Corp. has 69 Huebsch Open-End Tumblers—with more on order! Ask G & K Corp.—ask any of the other leading laundries and dry cleaners who are now using more than 70,000 Huebsch Tumblers—why they like Huebsch. The answer is always the same: *Better and faster service at lower cost!*

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- **Low Steam-Electric Consumption**
- **FOUR SIZES: 36" x 18", 36" x 24", 36" x 30", 42" x 42"**

For complete details, see your Huebsch representative, or write, wire or phone us direct.



Shown above are only eleven of the 69 Huebsch Tumblers now being operated by G & K Corp. in their Twin Cities plants.

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and Ironer      Garment Bagger      Cabinet and Garment Dryers      Washo-  
meter      Hosiery Ironers      Spring-Type Filter.



COUNTER GIRLS ARE TRAINED to sell additional shoe repair and refinishing. Sales aids are samples of whole soles, heels, refinished shoes

store which had the shoe shop on the premises. Because of this it was decided to install a second repair shop at the other branch store. Since this second shop was opened three months ago, shoe repair business at the second branch store has greatly increased.

"We have decided," Mr. Castillon said, "that having the shop in the store where the customer can see the equipment and talk to the repair man about the work is the answer. If we are forced to further expand our shoe repair business and add more equipment I think we will open a third repair shop and locate it at our plant store."

Shoe repair volume showed an increase of 25 percent in number of orders the first four months. The dollar increase was much greater because of the effort to sell higher-priced services. Volume has continued to increase every month since the second shop was put in.

And what has happened to the cleaning volume? It has grown, too.

"We are convinced that the two services belong together," the Owl owners say. "We are finding the shoe service the best door opener because it is new and something that has not been solicited from house to house. But we are also having good luck getting a



WELL EQUIPPED SHOE REPAIR DEPARTMENT in each branch store shows constantly growing volume



PARTNER CASTILLON at customer-control file for over-all operation

drycleaning order when we deliver the shoes. And our girls at the stores have taken to selling shoe repair like ducks to water."

Here may be a part of the reason for Owl's success. Everybody there, including the owners, takes to giving service like ducks to water. You hardly dare think of something you want done before someone at Owl comes up with a friendly smile and tells you he is "right ready and proud to do it for you."

Along this line, and without any advertising or fanfare, Owl has a new sedan parked behind the plant all day. It is the courtesy car.

If you phone that you are in a hurry to have junior's shoes fixed but there is no one home to bring them over, you hardly have the words out of your mouth before you are told that Owl's courtesy car is practically on the way out to your house.

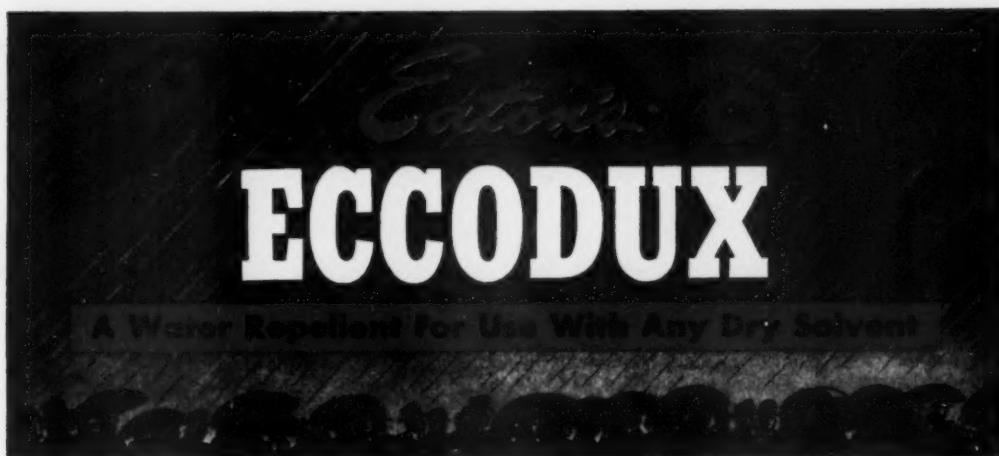
If a customer drops in at the plant or either of the stores, which are but a few blocks from the plant and linked by an intercom system, and mentions that she forgot something at home or missed the bus downtown, the counter girl says, "Won't you let me have our courtesy car take you?" It's always said that way. The girls have been trained to make the customer feel that every service extended at Owl is a special favor to the plant—not the customer.

When you ask owners Ochoa and Castillon if they believe so much emphasis on service pays, they get out their old ledger which they have cross-checked and brought up to date with some bottom-of-the-page figures. There are 154 customers on the active list today who were doing business with Owl 20 years ago. There are more than 300 whose names appeared regularly on both the 1935 and 1950 sheets.

"They must like our service," the boys say, "or they wouldn't still be doing business with us!" # #



PARTNER OCHOA shows gift matches kept in plastic holders on counter. To keep customers curious and reaching for matches, covers are changed frequently; feature Christmas greetings, monthly calendars, local historic events and other timely subjects



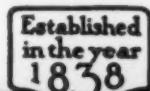
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# LEGAL DECISIONS



by A. L. H. STREET

## Valuables Left in Clothing

1. When a cleaner receives a suit of clothes or other garments is he legally bound to search the pockets to find out whether valuables have been left in them?
2. If valuables are found by an employee of the cleaner and stolen by him, is the cleaner liable?
3. If the cleaner discovers the valuables is he under the same duty to safeguard them as he is the clothing itself?

**T**WO decisions rendered by the appellate courts seem to answer these questions the way almost any judge would be apt to. In one case a cleaner defeated a suit and in the other the cleaner lost. In the first case it did not appear that a pair of earrings allegedly left in the pocket of a pair of trousers ever came into the possession of the cleaner. In the second case the defendant admitted that some sort of clasp had been found in the cuff of a pair of trousers and was left there when the trousers were sent out for cleaning.

The first appellate court decision rendered on this subject was the case of Copelin v. Berlin Dye Works & Laundry Co., 168 Cal. 715, 144 Pac. 961, decided by the California Supreme Court in 1914. In that case a driver picked up a suit of clothes. The cleaning company found and returned bankbooks and a small bag containing rings, but the patron and his wife sued for the value of earrings which they claimed were also in the bag. The Superior Court in Los Angeles awarded judgment in favor of the plaintiffs but the California Supreme Court set it aside.

The Supreme Court noted, first, that the cleaning company by voluntarily receiving the suit—thereby obligating the company to use reasonable care concerning it—did not thereby assume any responsibility for articles left in the pockets until and unless it discovered them. The court also declared that the mere fact that the company had a garment searcher on the job did not make the company an insurer of the safety of articles found.

And, assuming that some employee of the company whose duty it was to handle the suit of clothes did find the earrings and steal them, that would not make the company liable, because "when a servant whose duty it is to collect, mark, or even search clothes steals valuables left therein without the wish or consent of his principal, he is not acting within the scope of his occupation." (This does not mean that the cleaner would not be liable for theft of the suit by one of his employees, since the employee is hired to handle the suit voluntarily accepted by the cleaner but not to accept or receive articles hidden in the garments.)

The second case arose at Canton, Ohio, and was decided in 1936 by the Court of Appeals for Stark County. (Dixon v. Millhorn, 55 Ohio App. 193, 9 N. E. 2d 183.) The court upheld judgment against the middleman who received a suit of clothes, on the ground that he had personally searched the suit and found some sort of "a pin with a safety catch" in a cuff of the trousers but left

*it there when he sent the suit out for cleaning, because he was unable to remove it.*

The Ohio court said that the case was to be distinguished from the Los Angeles case by what the California Supreme Court had said in that case: "But it was not shown that the defendant ever personally, or by any of its officers, knew of the presence of the valuables in Mr. Copelin's clothing."

The Ohio court defines a bit more precisely than did the California court the difference between a cleaner's liability to a patron for the safety of garments received to be cleaned and for the safety of articles hidden in them. Translating the legal terms:

In receiving a suit for cleaning, the cleaner becomes a "bailee for hire"; that is, a custodian to be paid for his services. But, when he finds articles in the pockets which he did not bargain to receive, he becomes a "gratuitous bailee"; that is, an involuntary custodian, much in the same position as a chap who holds a baby for a stranger who never comes back.

The difference between the two kinds of bailee is that the bailee for hire must use reasonable care for the safety of what he voluntarily receives while the gratuitous bailee, as declared by the Ohio court, "is obligated merely to exercise slight care," and liable "only for gross negligence or positive neglect to exercise any or even slight care." In this case the jury had a right, the court said, to decide that the defendant did not use even slight care when he failed to remove the clasp from the trousers cuff before sending the suit out to be cleaned.

The questions at the head of this article should be answered as follows:

1. There is no legal obligation to search garments for valuables. (But it would seem to be a good thing to do, in connection with looking for articles that might damage the garment or equipment in processing.)

2. A cleaner is not liable for theft of articles by his employees unless the cleaner, or some one authorized by him to take possession of the articles, knew of their presence before they were stolen and failed to use some care to guard against their being stolen.

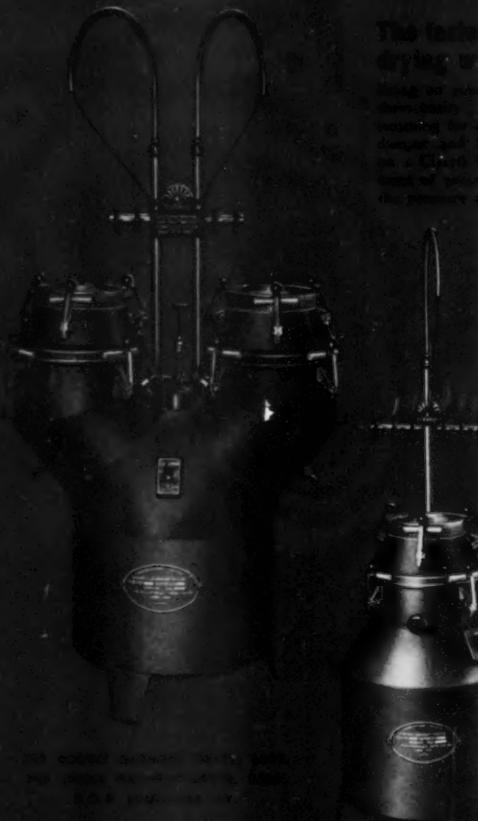
3. A cleaner discovering articles should use at least slight care to keep them safely, but is not bound to use as much care of them as he is bound to use concerning the garments which he has voluntarily accepted.

## INVITATION TO THE READER

In this department of THE NATIONAL CLEANER & DYER Mr. Street, an attorney, and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely upon your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney, by citing what the courts have generally decided in similar cases.

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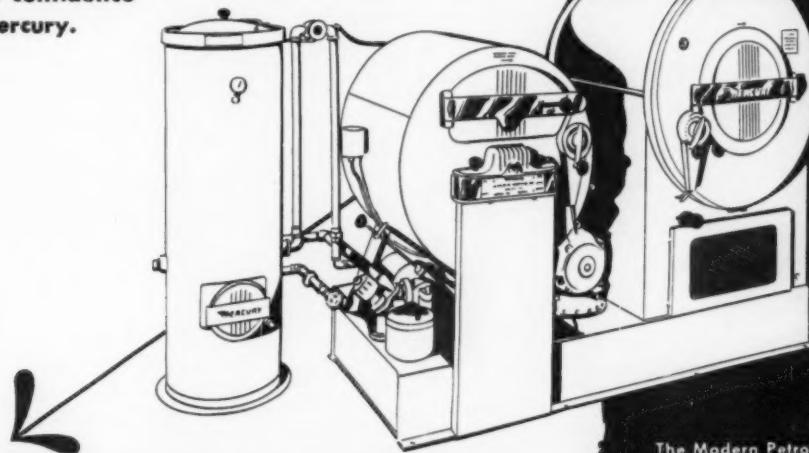
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# Rug Cleaning— Common and Curious

The Manufacturer's View of the  
Rug Cleaner's Greatest Problem

by R. L. SWANSON

Technical Director  
Swanson Carpet  
and Dye Company  
and C. A. LEONARD

**T**HREE is a great deal of rather glib talk about shrinkage but it is felt that few cleaners are completely aware of all of the factors involved. Probably the first consideration should be to define the causes of shrinkage.

Despite some misconceptions held in the trade, the wool pile does not shrink nor does it contribute in any way to the dimensional loss that develops during the cleaning process. The backing yarns which form the base fabric and which bind the pile yarns are responsible for the shrinkage. The backing yarns may be cotton, rayon, jute or Kraftcord, and they may be used individually or in combination depending upon the manufacturer and grade of carpet involved.

#### Causes of Shrinkage

Let us now examine the mechanism of the shrinkage that takes place in the backing yarns. Since the cotton yarns are the major sources of shrinkage, the discussion will be confined to that type yarn although the basic data apply generally to all other types as well, but to a lesser degree except for rayon.

Normal relaxed cotton fibers when wet out do not show any material loss in length but they do develop an increase in cross section as a result of swelling. This increase amounts to approximately 16 percent going from normal atmospheric conditions to the wet-out state. This swelling disappears as the fiber is dried and reverts to its original condition.

However, if the cotton fiber has been subjected to tension with some resultant induced strains being present, the wetting out will relieve these strains with shrinkage in the fiber length comparable to the increase in length developed by the tension. Basically, so far as the rug cleaner's problem is concerned, the fiber shrinkage is relatively insignificant but the factor of swelling is of major importance, as will be brought out.

During manufacture the cotton yarns, which the carpet manufacturers purchase and therefore do not directly control except as to certain common commercial standards, acquire some induced tensions which are fundamental to their preparation. Naturally, when the yarns are wet out these induced tensions are relieved with a resultant shrinkage taking place.

\*Presented under the auspices of the Carpet Institute, Inc., to the National Institute of Rug Cleaning annual convention, Detroit, Michigan, January 14, 1951.

degree of shrinkage depends upon the amount of tension present. Laboratory tests on yarn as received at the mill indicate that a shrinkage of 8 to 9 percent is involved in the Axminster-type cotton yarns.

The following table presents data on the relative shrinkage of the common backing yarns used in carpet backing constructions:

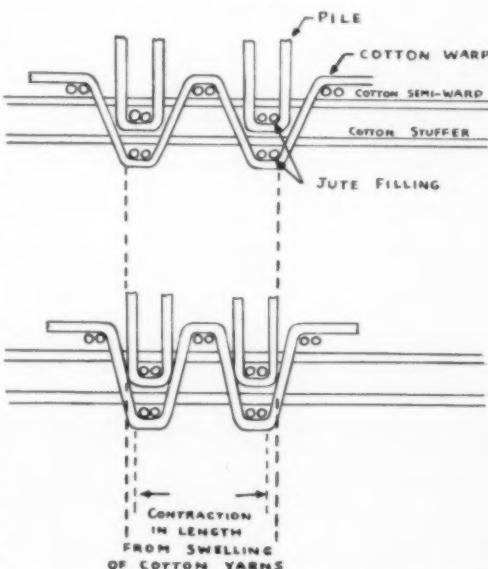
#### SHRINKAGE PROPERTIES OF CARPET BACKING YARNS

Type Yarn	Range % Shrink
Cotton	8-12
Rayon	7-9
Jute	1.5-2
Kraftcord	1.5-3

Over and above the tensions in the backing yarns as received, the preparation of warp and stuffer loom beams and the carpet weaving operations contribute to the strains present in the backing yarns. To produce a satisfactory pile fabric, as in the weaving of all fabrics, the warp yarns must be maintained under tension. However, immediately after weaving the tension is removed, the carpet allowed to relax and most of the strains are relieved. Subsequent finishing operations introduce some tension but it is kept to a minimum consistent with the requirement that the finished fabric lie flat and be free of buckles and pockers.

However, neither the inherent tensions in the yarns themselves nor the induced tensions in the manufacture of the carpet can account for the total shrinkage that develops, particularly in 4-row Axminster goods. Here is where the combination of fabric geometry and the inherent characteristic of swelling of cotton fibers play the villain's role.

FIG. 1



In the backing structure the warp yarns bend around the filling or weft yarns, the difference in fabric length and warp yarn length being accounted for by



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the crimp of the yarn. When the carpet is wet out, the yarns increase in diameter and if the crossing weft threads were to remain the same distance apart as in the dry state, the warp yarns would have to extend.\* The extension would require force such as by a restraining action; i.e., tacking out. However, in the normal shampooing action the carpet is not under restraint. Therefore, the thickened warp yarns require more space to pass over and under the swollen filling yarns, hence there is a resultant reduction in length. This condition can best be illustrated by Fig. 1.

As the tensions in the yarn increase, the crimp of the yarn tends to decrease. This in turn is reflected in a higher shrinkage. Also, as the density of the fabric increases, the greater will be the amount of force which acts against the shrinkage force. The above discussion represents the theoretical and technical aspects of the problem as they exist today but it is probable that future research may point up new data which will provide a better understanding of all of the individual factors.

It has been noted that many cleaners have the misconception that carpets are woven short and then stretched to size. If there is one fallacy that can be laid to rest by this discussion, it is hoped that this completely erroneous impression will be it. As previously pointed out, carpet manufacture requires a certain amount of tension as is the case with any fabric weaving. However, this is kept at an absolute minimum consistent with the loom and weaving requirements. The carpet as woven at the loom is at the standard constructions; i.e., if the carpet when finished is to be a 4-row fabric, it is woven 4 rows; similarly if it is to be a 9-row fabric, it is woven 9 rows.

Immediately after weaving, the tensions are removed and there is a slight relaxation in the carpet, the degree depending upon the density of the fabric. Subsequent finishing operations involve application of a minimum tension, also, but this is purely to provide a satisfactory and salable piece of merchandise through removal of any puckers or buckles.

The following table presents factual data with respect to the actual rows per inch of various Axminster qualities both after removal from the loom and as finished ready for shipment.

#### EXTENT OF STRETCH IN FINISHING AXMINSTER GOODS

Nominal Row Count	Off-the-Loom Row Count	Finished Row Count	Stretch in Rows Per Inch	Percent Stretch
4.0 R.P.I.	4.17	4.01	0.16	3.84%
4.67	4.82	4.68	0.14	2.90
5.75	5.83	5.75	0.08	1.37
7.0	7.07	6.91	0.16	2.26
7.25	7.31	7.25	0.06	0.82
8.0	8.07	7.96	0.11	1.36
9.0	9.14	9.03	0.11	1.20

It will be noted that in general the lower the density of the fabric, the greater the degree of relaxation after weaving. However, as is well known the more loose the construction the greater the distortion possible under applications of load and consequently the higher the percent shrinkage. The important point is that the so-called stretching does not begin to equal the amount of shrinkage that actually develops during shampooing.

The fundamentals of shrinkage discussed previously are applicable to the velvet or Jacquard types as well as the Axminster, but there is one factor involved which

provides a different condition of shrinkage. That is the construction. Fig. 2 shows a cross-sectional view of Axminster, Jacquard and velvet carpet. Note the presence of stuffer yarns, used to add bulk to the velvet back as well as to improve the hand of the goods.

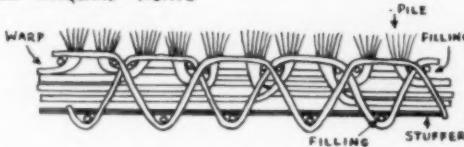
FIG. II  
I AXMINSTER WEAVE



II TAPESTRY WEAVE



III JACQUARD WEAVE



These yarns, usually jute or Kraftcord, number from two to four ends per dent widthwise although three is the usual standard. Basically, the Jacquard fabrics have a comparable cross section except that in cases where more than one frame of wool yarn is used to form the pile, the yarn ends not being employed to form the pile are buried in the back similar to the stuffer yarns. This, of course, tends to provide even more bulk to the fabric back which in turn reduces the potential shrinkage. In the case of the velvet and Jacquard goods, the rows per inch as woven, relaxed and as finished are practically identical. This can be attributed to the density of the carpet as well as the relative non-extensibility of the stuffer yarns.

#### Magnitude of Shrinkage

Having discussed the causes of shrinkage, let us consider briefly the extent of shrinkage in various rug types.

There is little doubt that the Axminster rug offers the most serious problem in shrinkage to the rug cleaner. The Axminster weave is made in a variety of constructions, differing principally in the closeness of the rows. Common constructions vary from 4 rows per inch to 9 rows. As one might expect, the closer woven grades do not shrink as much in shampooing as the more open constructions.

The following table illustrates the extent of shrinkage in a 9-by-12 rug for the various ordinary constructions. Every rug of the given construction will not shrink as much as indicated; the figures given are practical average shrinkages assuming complete wetout

\*Marsh, "An Introduction to Textile Finishing," page 243, Chapman & Hall, 1948.

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and drying in such a manner as to offer no resistance to shrinkage.

#### LENGTHWISE SHRINKAGE IN WETCLEANING OF 9-BY-12 AXMINSTER RUGS

Construction, Rows Per Inch	Average Shrinkage* of 12-Foot Rug	Approximate 9-by-12 Retail Price, 12/15/50
9	2 inches	\$250.00
8	3	210.00
7	4	169.50
5.75	7	136.50
4.67	10	107.50
4	14	89.50

\*Assuming Complete Wetout.

The data in the table refer only to lengthwise shrinkage. Widthwise shrinkage is not so great a problem, since it will not exceed 2 percent except in rare cases.

The shrinkage problem in velvet and Wilton grades is also a minor one because of their construction. A 12-foot rug will ordinarily shrink 2 or 4 inches. The widthwise shrinkage for a 9-foot piece will run 2 percent.

As noted above, the differences in shrinkage properties between low-row Axminsters and other grades arise in the backing construction. The velvet grades are woven with heavy stuffer yarns that run lengthwise.

In the Axminster weave it is not possible to use heavy stuffer yarns and the shrinkage resistance is therefore dependent on the packing of the filling yarns. Since in the less expensive grades the filling yarns are spread far apart, it is not possible to obtain shrinkage resistance from this source.

Higher shrinkage levels than those indicated above can occur in velvet goods under conditions of stringent treatments such as piece dyeing. For instance, it is customary to allow a shrinkage of 12 inches per 12-foot length when piece dyeing is involved, 4½ inches per 9-foot width. Chemical washing to produce lustered effects is in this same category.

Since these shrinkages are all allowed for in the purchase of the rug, they are not a serious consideration other than in the cost of additional fabric which is not received by the customer. Furthermore, the lighter and more shrinkable grades are hardly ever subjected to the chemical washing and piece-dyeing processes.

#### Possible Approaches to Shrinkproof Manufacture

The next logical point to be considered is, "What are the approaches that might be used towards eliminating this shrinkage during manufacture?" Naturally, the first suggestion is the one usually cited by the cleaners; i.e., preshrink the carpet. This (to the uninitiated) sounds like a very simple and relatively easy operation, but there are various factors involved which cannot be resolved quite that easily.

Invariably the first suggestion offered the carpet manufacturer is "have the carpet Sanforized." This is a perfectly logical approach because of the universal acceptance of Sanforizing in the cotton goods field but unfortunately it is not a solution to the carpet problem.

Basically this process relies on what is known as compressive shrinkage. When pile floor coverings are treated in this manner, the pile is crushed excessively and they are completely undesirable from a consumer viewpoint. It should also be mentioned that even after Sanforizing there is the qualification of a residual shrinkage of up to one percent which may amount to 1½ inches in the length of a 9-by-12 rug.

To date the only practical way to shrinkproof a car-

pet is to wet out the back of the fabric and allow it to dry in a relaxed condition. It should be noted that a single treatment is inadequate in removing all inherent shrinkage. Tests have indicated a minimum of five wettings are required before dimensional stability is obtained. Generally speaking, the total inherent shrinkage in a fabric, whether cloth or carpet, can be considered to be 1.4 times the initial loss. Tests on low-end Axminster carpet indicate that the first wetting out only removes 60 to 80 percent of the total potential shrinkage.

However, it would be impossible under any circumstances to produce a perfectly shrinkproof carpet. Any treatment designed to yield the desired effect would yield a fabric which had wrinkles or pockers and therefore the goods would have to be finished under some tension to produce a salable piece of merchandise. Presumably the optimum reduction in shrinkage would be comparable to that of Sanforizing; namely, one percent residual loss.

Just for theoretical consideration, however, let us assume that it would be practical to treat the carpet once and obtain a satisfactorily shrink-resistant fabric. Let us then investigate what would be involved in producing a 4-row Axminster rug. With the recognition that a 4-row fabric shrinks approximately 13 percent in length during shampooing, it would theoretically be necessary to weave the carpet with only 3 to 3½ rows per inch to produce a 4-row finished fabric.

However, it is not commercially practical to weave and finish a carpet of the 3-to-3½-row construction. The very looseness of construction would mitigate against its handling by conventional processing procedures in that the tufts would fall out during handling, shearing and picking operations. Therefore, this approach must be considered entirely impractical.

Even if it were possible to weave the 3-to-3½-row-per-inch quality, equipment would have to be provided to dry the wet-out carpet. In the case of any large carpet company, drier equipment suitable for handling only Axminster goods would, on a conservative basis, involve a capital investment of over one million dollars. Additional floor space, which is practically nonexistent in most carpet mills, would be required and therefore new buildings would have to be built which would further increase the capital investment.

The width of the carpet would shrink in the process and if the standard carpet widths of 9, 12, 15 and 18 feet had to be maintained, the economic aspects of replacing existing looms, representing a minimum investment of \$45,000 per loom, would be against such a step.

However, let us assume for the moment that the widthwise shrinkage would not introduce any problem in acceptance at the retail and consumer levels. The width loss would have to be absorbed either by the manufacturer or the consumer and that would in itself represent an average of 2 percent per 9-foot width or, in terms of 4-row Axminster carpet, approximately \$2 at the retail level.

Let us look further at the problem of shrinkproofing from an economic viewpoint. It is conservatively estimated that a single wetting out and drying of all Axminster production, utilizing mass production techniques, would add approximately \$3 to \$3.50 per 9-by-12 to Mrs. Housewife's bill. Recognize that this added cost does not contribute a single added advantage fabricwise if she does not have the carpet cleaned.

In essence, with the low-cost promotional item the customer is expected to absorb an estimated 5 percent increase in price at a level where such an increase can least be borne. The manufacturer is in no position to absorb the cost since in the low-end field it represents

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as much if not more than the profit that is involved.

Perhaps some thought should be given to the total volume of carpet produced as against the total amount cleaned. Recognition must be given to the fact that only a small percentage of the carpet woven is actually cleaned. In the low-end field it is felt that the ratio is considerably lower than in the higher qualities where the shrinkage problem is not as great. Certainly with the present price level of carpet it is not considered economically feasible to add to the already astronomical costs for solving this problem.

With the Sanforizing and preshrinking approach on the impractical side, what other methods might be employed to attain the desired effect? The possibility of using shrinkproof yarns might offer a solution but here again the suggestion is not as simple as might be indicated. Dimensionally stable yarns might be obtained, such as glass yarns, waterproofed cotton yarns, etc. Considerable thought and effort have been directed along these lines but to date the results do not appear to offer the anticipated result.

In the first place, the backing yarns must have certain characteristics to permit satisfactory weaving, such as flexibility, elasticity, resistance to fraying, etc., and that eliminates from consideration various materials. The end use of the carpet in which service conditions play a part eliminates other types.

It may be of interest to note that yarns which are subjected to preshrinking before weaving do not result in any reduction in shrinkage of the rug, because the normal tension employed in processing removes the effect of the treatment. The only way that this can be overcome is by a so-called bonding or resin treatment which to date has either proved to be impractical from the weaving standpoint or economically too expensive to consider.

Generally speaking the optimum results obtained to date on treated yarns have indicated a reduction in the potential shrinkage of only 50 percent; i.e., instead of a 10 percent loss in length, the fabric losses 5 percent. Obviously this process would not offer the customer a preshrunk fabric and the cost involved would generally be in the same order as preshrinking, which eliminates this approach as being either economically unsound or of insufficient practical value.

Another approach which has been considered by the carpet manufacturers is the use of a permanent back-size. As you know there are carpets on the market which have a lacquer or similar-type coating on the back to permit cutting and seaming without raveling of the pile developing. This coating is resistant to wet shampooing as well as breakdown during service which is not the case with the normal starch size presently used on Axminster goods.

Tests have been run using the permanent-type size and it has been found that the shrinkage during cleaning has been reduced but not eliminated. In the case of 4-row Axminster goods the loss instead of being 10 percent was found to be in the order of 5 percent. However, the cost of the coating compound used to develop this reduction also increased the cost of the carpet by \$1 to \$2 per square yard.

Again it is questionable that the reduction would be of value to either the cleaner or the consumer. From the cleaner's viewpoint, the shrinkage is not eliminated, and in the case of the consumer there would be no resultant added value from the service phase to justify the added expense.

Summarizing, the following table illustrates the various potential approaches and the practicality, cost and shrinkage reduction obtained in each method:

#### ECONOMICS AND EFFECTIVENESS OF VARIOUS APPROACHES TO THE MANUFACTURE OF "SHRINKPROOF" 4-ROW RUGS

Treatment	Shrinkage of 12-foot Rug	Retail, 9-by-12
None	14"	\$ 89.50
Weave 3-Row, Preshrink	Impractical	Impractical
Permanent Back Size	6"-9"	106.50*
"Shrinkless" Backing Yarn	6"	100.00*

\*Estimated.

#### The Rug Cleaner's Answers to Shrinkage

It is obvious from the information presented above that it is not possible technically or economically to manufacture a shrinkproof rug, especially in dealing with the low-priced grades which shrink most. One cannot make a shrinkproof low-price Axminster rug without pricing it out of its class.

The control of shrinkage is, therefore, a cleaning problem. Let us review what steps the cleaner can take.

The first approach is to be sure of an understanding on the matter of shrinkage between the cleaner and the customer. Many unpleasant experiences occur because the customer does not expect her rug to shrink, while the cleaner knows that it will and assumes that the customer knows this. Such cases could be prevented by advising the customer beforehand of the expected shrinkage which will occur if the cleaner has no means of controlling shrinkage in his plant.

Secondly, there are means of controlling the shrinkage and obviating the need for even discussing shrinkage with the customer. These methods are as follows:

**1. Oven Drier Frames:** I believe that you are all sufficiently familiar with this equipment so that we need not describe it. Suffice it to say that the goods are fastened to the frames with pins and the frames are then slid like drawers into the drier horizontally.

**2. Upright Frames:** These are similar to the oven drier frames but are designed for hanging vertically in the drying room or other unheated open space.

**3. Sandbags Hung on the Ends of the Rugs in the Drying Room:** This is not as positive as the use of frames, since it merely applies tension. It has the advantage of being versatile and cheap. The bags are used to weight a bar fastened along the lower end of the rug.

**4. Steam Tables:** NIRC Bulletin #100, dating back to July 2, 1945, gives a wealth of suggestions for inexpensive and simple apparatus. In this method, rugs may be cleaned and allowed to shrink during drying. They are then suspended horizontally over a steam table, with fasteners at both ends to a hinged frame. The steam is then turned on and blows through the rug. This relaxes the rug and it sags to its normal length. Homemade equipment of this type can be cheaply assembled.

In any of the methods mentioned above, it is important to note that resizing is a necessity for getting more permanent dimensional stability. In drier-frame and sandbag shrinkage control, the size can be applied before the goods are dried. On the steam-table technique, the size should be applied before drying and steaming.

In any case, it is not wise to overdry the goods, since

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tendering and embrittlement of the back can occur at very low moisture content. The control of moisture is best obtained by experiment, since the conditions in cleaners' drying rooms differ widely. Weighing whole rugs is the best approach. Representative rugs can be weighed wet, then weighed every hour during the drying. At the end, there will be very slight changes in one-hour periods, and by experiment one can tell when there is 5-to-10-percent residual moisture.

Once it has been established by experiment what conditions give the right moisture content, these conditions can be used for handling goods of the same type any time thereafter. Several types of electric moisture meters are also available at various prices from \$75 up.

Lastly, the rug cleaning industry should achieve agreement within its membership as to what the consumer expects from the rug cleaner. This will in itself end much of the disagreement on responsibility for

shrinkage. We as manufacturers believe that the customer expects her shampooed rug to be returned the same size as she sent it. If the rug cleaners also agree that this is so, then it is clearly the cleaner's responsibility, as a member of a service industry, to see that it is done.

From that point, it is merely a matter of setting up standards for shrinkage control and to agree on a group of approved methods for attaining such control. Again, parts of NIRC Bulletin \$100 might form the nucleus for such a job. We would be more than happy to work with the rug cleaning industry toward this end.

#### Summary and Conclusions

Summarizing, we have presented what we believe are the up-to-date facts on shrinkage in wetcleaning. It is clear that the problem of shrinkage cannot be handled by the manufacturer in such a manner as to make available on the market a low-price rug. It is also clear that cheap and easy methods of shrinkage control are available to the cleaner.

This picture is not presented in any way as an attempt to "pass the buck," but rather presents the objective view of an industry which is fully conscious of quality in fabrics and sensitive to customer wants. The carpet industry recognizes fully that the problem of shrinkage exists, as evidenced by past and continuing research efforts. Shrinkage has never been misrepresented to the public and consumer publications covering the matter have been issued.

In its simplest terms, the situation is that an open fabric cannot be washed and dried without shrinkage regardless of the yarn from which it is made or the shrinkproofing treatments which it may receive. No one would think of drying curtains other than on a stretcher and no laundry blames the manufacturer because he has to use curtain stretchers. It is all in the nature of the animal.

Your customer has a right to expect and you have the responsibility to deliver her rug cleaned and as nearly in its original condition otherwise as possible. In the customer's mind, the quality of rug cleaning is made up, in addition to merely cleaning, of the closeness of adherence to original size, handle and condition of pile. The rug cleaner who cleans only and neglects these other quality criteria is not in as good a competitive position as those who recognize them. The adoption of higher-level standards for workmanship is the only sound basis on which increased consumer acceptance and business volume can grow. # #

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# Progress Report on Serviceability

## Programs of Technical and Merchandising Groups in Fabric Field

**U**NLIKE the weather, everybody is not only talking about fabric and garment serviceability but some people are doing something about it. The increasing attention given to this problem by all segments of all industries concerned was demonstrated by the time devoted to it at several recent technical meetings.

At the 21st annual meeting of the Textile Research Institute, Inc., a morning session was devoted to a symposium on the performance and serviceability of fabrics. The current program to improve the performance of fabrics was discussed by two representatives of the textile industry. The serviceability of new fabrics in drycleaning was taken up by George P. Fulton, research director of the National Institute of Cleaning and Dyeing, and their serviceability in laundering was discussed by George H. Johnson, vice president of the American Institute of Laundering.

Mr. Fulton's talk was of necessity largely devoted to a description of the drycleaning, wetcleaning, spotting and finishing processes to which a garment is subjected. He pointed out not only various unserviceable factors in the new fabrics and finishes but precautions that must be taken by drycleaners in handling them. Mr. Johnson's speech was similarly devoted to laundry procedures, with recommendations that manufacturers of new fabrics consider those procedures, and that they use actual commercial laundering procedures, as well as laboratory methods, in testing launderability.

While each of the textile industry speakers tended to a little special pleading for his own field—natural or synthetic fibers—some of their remarks should be of interest to the drycleaner. Speaking of synthetic fibers, Julius B. Goldberg, research director of J. P. Stevens and Company, Inc., said:

As the politicians say, "Let's take a look at the record." Dry and wet tensile strengths and uniformity of dyeing of viscose and acetate rayons have certainly been very much improved in recent years but fundamental research for further betterment is continuing. . . . Studies are being made of fiber swelling properties and their relationship to fabric shrinkage, stress-strain characteristics and how they influence fabric wrinkling, soil resistance, and the factors which control the ability to resist abrasion.

What is the fabric manufacturer doing to produce materials that will give good performance? . . . The mills are relying more and more on quality control and the technical assistance of their own research staffs as well as that of outside consultants, and the research achievements of educational institutions, nonprofit organizations and government agencies to help them do a better job.

What is being done by the dyers, printers and finishers to contribute to the upgrading of rayon fabric quality? Again, the answer is "everything to turn out a better piece of goods—one that will perform satisfactorily if it is properly fabricated into a garment—completely washable, or drycleanable, as demanded, or shrink-resistant, crease-resistant, water-repellent and colorfast to sunlight or other destructive atmospheric conditions if desired."

With all of these activities and in spite of the tremendous amount of manpower and money being spent to better fabric performance we still have poor fabrics on the market, but the consumer himself must accept some of the responsibility. If the consumer or the retailer is looking for top-quality, serviceable

merchandise at prices which are not consistent with the cost of manufacturing such materials with a fair margin of profit—and this applies to anything from beans to beefsteaks and from automobiles to whiskey—he is looking for trouble as well as a bargain. No dyer or finisher can afford to give his customers fast colors, full shrinkage or durable finishes at cut prices.

The general interest in textile serviceability was indicated by the attention given to the subject at the Consumer Clinic of the recent National Standardization Conference. While the American Standards Association, which sponsored the meeting, is interested in the establishment of standards and development of informative labeling for all consumer goods, seven of eleven speeches at the clinic were either directly concerned with textile problems or mentioned them in some connection.

Spokesman for the drycleaning industry was Dr. Dorothy Siegert Lyle, in charge of consumer relations for the National Institute of Cleaning and Dyeing. Dr. Lyle pointed out the misleading effects of various labels such as "Dryclean only," which do not indicate that any use of water, as in spotting, will cause damage, or "Do not tumble or press" on men's jackets with wool interlining that might mat, when the unpressed, wrinkled garment would be unacceptable to the customer. She also criticized unlabeled merchandise that gives no indication that special precautions must be taken in handling.

Dr. Lyle described the trade relations, research, retailer-cooperation and educational programs of the Institute, and concluded with a summary of what the industry feels must be done:

1. Business must give greater consideration to the wishes and desires of the consumer in the producing, distributing and servicing of consumer goods.

2. To maintain consumer goodwill and confidence, the consumer must be given information that will aid her in making an intelligent choice of textile merchandise. This will only be achieved by a common meeting of minds on the development of standard test methods that predict what will happen to textile items in the end use; the establishment of minimum specifications for consumer goods that may serve as a basis for the pre-testing and intelligent labeling of merchandise before it is placed on the consumer market.

3. It will be necessary to develop a constructive and positive educational program to inform the customer on the limitations of the performance of merchandise in wear and renovation. Such a program can only be accomplished by a definite program of pre-testing and labeling of merchandise.

To accomplish such a task, it will be necessary to enlist a closer cooperation between those groups engaged in research, production, distribution, and servicing of textile merchandise.

The current program to improve the performance of natural fibers was described by Giles E. Hopkins, technical director of the Wool Bureau, Inc. A few of his remarks:

While crease-resistant treatments have been effective through the whole range of fabric weights on a great many different fabrics, the treatment is most effective on those fabrics of lighter weights. I might say in passing that some of the more recent work involves a radically new approach.

The whole problem of soil resistance is under fundamental study at the Shirley Institute in England. This includes consideration of electrostatic charges, surface characteristics, etc., and,



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because of the basic nature of its approach, may lead to revolutionary developments in diminishing the tendency to soil or in aiding its removal.

In general surveys of wool serviceability, the finger is most frequently pointed at the possibility of attack by moths and the tendency to shrink in soap-and-water washing. A great deal of effort has gone into the solution of both these problems and the technical problems involved have been very largely overcome.

Moth-resisting treatments have been on the market for a long time. Shrink-resistant treatments were perfected during the Second World War. Both are making progress which seems to be limited only by the awareness of the consumer that she requires them. In 1943 the United States Army said they wanted shrink-resistant socks, and was willing to pay for it. The Army got them. More recently they have purchased commercial orders of shrink-resistant shirts.

In civilian goods, working within the normal lags and inertias of distribution, the consumer's demand for moth-resisting and shrink-resistant fabrics is gradually making itself felt.

"What Characteristics the Consumer Would Like To See in Textile Fabrics" was the subject of Marjorie Rankin, associate professor of home economics at the Drexel Institute of Technology. Here is how the speaker summed up the answer:

Listed in order of awareness, though not necessarily in order of importance, the consumer would like first of all those characteristics which make for his satisfying mental or emotional enjoyment. This would include such qualities as color, texture, drape—how it looks, how it feels, how it hangs.

Secondly, again not necessarily in order of importance but in the order in which they usually occur to the consumer, are important those physical characteristics which make for satisfactory performance in use. In this category are included these qualities: adequate strength for the purpose; resistance to yarn slippage and shifting; stability in size when laundering or drycleaning; colorfastness to atmospheric fading, laundering, cleaning, crocking, perspiration, pressing, sunlight; permanent special finishes where needed, such as crease resistance, water repellency, flame resistance.

Corollary to this, the consumer needs to know what to expect from the fabric. Because of the widely diversified market today, this can be accomplished successfully only through labeling. And the label, to be valid, must be based on nationally recognized standards.

This is what the consumer would like to see in textile fabrics: satisfactory characteristics which can be identified at the time of purchase.

The consumer's viewpoint was also presented by Prof. Henrietta M. Thompson, head of the department of clothing, textiles and related art of the School of Home Economics, University of Alabama. While Prof. Thompson's remarks covered the entire field of consumer goods, many of her examples were taken from the textile field:

Through the years the American Home Economics Association has stood "for the development, and use in labeling, of standards for consumer goods—specific guides at the counter which will enable the purchaser to know what is offered for the price asked. Minimum standards of quality; performance specifications; size standards; quality grades; a uniform rational system of naming which will help rather than confuse the consumer; informative labeling giving the grade, or in absence of grade, definite facts useful in predicting what the article will do when put into use; informative advertising—these are the objectives for which the AHEA has struggled."

Small store executives, according to *Women's Wear Daily*, gave the impression that "their staffs and the consuming public are hungry for information on soft goods. Of particular importance, they felt, is data on how given fabrics will perform under various circumstances. These facts backed up by the manufacturer, would help a great deal in expanding the role of brand names in small-store merchandising, as they see it." Informative labeling was lauded and more was needed to satisfy an "information hungry" public.

It is time to take stock of promotion and advertising when organized groups of consumers must look to Federal agencies and regulatory bodies for protection against exploitation.

Manufacturers and merchants should take the lead in im-

proving products, informing the consumer, and educating him to understand range in quality and the reasons for it.

"Education of youngsters in schools in construction and performance of fabrics must be met by information programs if stores are to capture the next generations' business." This is a statement in *Women's Wear Daily*. Technical or semitechnical terms when first encountered are a barrier to effective use of information about construction of a product. "Gauge" and "denier" were terms not in common use five years ago. Now they are found on labels and in advertising by many hosiery manufacturers.

The difficulties of setting up and putting into use quality standards or relating quality of grade to price, of preparing factual information in clear concise form and making it available at the point of sale, of educating the consuming public to understand the meaning of semitechnical terms and processes are not insurmountable. First industry must sense the need and accept the responsibility in view of the social gains to be accomplished. This is fundamental. Our conference today with its presentation of varying viewpoints and needs is making its contribution to the accomplishment of this first step.

There is a discontent which is becoming more and more vocal and which is tending to break down the well-earned appreciation which has long been extended to our business men for the wonders they have accomplished through mass production and distribution.

The same point about the necessity of self-regulation by industry was stressed by Anthony Valente, international president of the United Textile Workers of America, discussing "Labor's Stake in Voluntary Standards." Representing labor as a large segment of the consuming public, he noted:

The average purchaser of textile products does not possess the technical knowledge necessary to determine expectancy of performance. Of necessity, his method of choice is a blind one, depending sometimes on a rough rule-of-thumb and sometimes, perhaps, even on old superstition.

The consumer must have some means of knowing just what he is going to get for his money. It is for this reason that we, as members of labor organizations and American consumers, are glad to know that the American Standards Association, in cooperation with the National Retail Dry Goods Association, has been studying the question of applying standards to rayon fabrics in order that the ultimate consumer may know what performance to expect from a piece of rayon or a garment made out of rayon.

Standards of performance are important to the consumer but there is still another type of standard which the consumer needs in order to get the utmost for his dollar. I am referring to what may be called standards of design. Too many items are badly designed to wear out or break at weak points much too soon. Of course, you are all familiar with the points of weakness in men's shirts: the collars and the cuffs, which become frayed and show signs of wear, while the body of the shirt remains in good condition. Likewise, in a man's suit, the crotch of the trousers becomes threadbare while the rest of the trousers look almost new. And how many men, who carry large amounts of small change, find that their pockets develop holes in short order? I assure you that there are textiles available, such as canvas or duck, which are strong enough to hold all the coins a man would want to carry. But garment manufacturers continue to use materials for pockets which wear out rapidly and do not serve the required purpose.

The consumer needs the establishment of standards of design as well as standards of performance, and I hope that the American Standards Association can undertake such projects.

Today the consumer is inarticulate and makes little or no complaints. But I assure you that, if the squeeze on the consumer purchasing power gets any tighter, many more consumers will become dissatisfied with shoddy material and poorly designed goods. From such dissatisfaction a demand for action can arise. From such dissatisfaction government control can become a reality. It would be better for industry to police itself, and to work with the American Standards Association for the establishment of consumer standards, before an aroused consumer public demands government action.

The development of a standards mark by the Ameri-  
(Continued on page 99)



## Problem

This lady is very unhappy. She should have changed her dress—but she didn't and now she has paint on it. You will get this dress very shortly and she will expect RESULTS.

## Solution



## Results

The lady will be pleased and you will be surprised at how economically and easily BUCKEYE Paint, Oil and Grease Remover enables you to give this service. It is safe on *all* types of silks, delicate synthetics and sturdy fabrics.

**BUCKEYE**  
**PAINT, OIL & GREASE REMOVER**  
**THE ORIGINAL WET OR DRY SPOTTER**

**THE DAVIES-YOUNG SOAP COMPANY, BOX 995, DAYTON 1, OHIO**

Please send a generous free sample of BUCKEYE Paint, Oil and Grease Remover, prices and full instructions for its use.

NCD-451

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

because of the basic nature of its approach, may lead to revolutionary developments in diminishing the tendency to soil or in aiding its removal.

In general surveys of wool serviceability, the finger is most frequently pointed at the possibility of attack by moths and the tendency to shrink in soap-and-water washing. A great deal of effort has gone into the solution of both these problems and the technical problems involved have been very largely overcome.

Moth-resisting treatments have been on the market for a long time. Shrink-resistant treatments were perfected during the Second World War. Both are making progress which seems to be limited only by the awareness of the consumer that she requires them. In 1943 the United States Army said they wanted shrink-resistant socks, and was willing to pay for it. The Army got them. More recently they have purchased commercial orders of shrink-resistant shirts.

In civilian goods, working within the normal lags and inertias of distribution, the consumer's demand for moth-resisting and shrink-resistant fabrics is gradually making itself felt.

"What Characteristics the Consumer Would Like To See in Textile Fabrics" was the subject of Marjorie Rankin, associate professor of home economics at the Drexel Institute of Technology. Here is how the speaker summed up the answer:

Listed in order of awareness, though not necessarily in order of importance, the consumer would like first of all those characteristics which make for his satisfying mental or emotional enjoyment. This would include such qualities as color, texture, drape—how it looks, how it feels, how it hangs.

Secondly, again not necessarily in order of importance but in the order in which they usually occur to the consumer, are important those physical characteristics which make for satisfactory performance in use. In this category are included these qualities: adequate strength for the purpose; resistance to yarn slippage and shifting; stability in size when laundering or drycleaning; colorfastness to atmospheric fading, laundering, cleaning, crocking, perspiration, pressing, sunlight; permanent special finishes where needed, such as crease resistance, water repellency, flame resistance.

Corollary to this, the consumer needs to know what to expect from the fabric. Because of the widely diversified market today, this can be accomplished successfully only through labeling. And the label, to be valid, must be based on nationally recognized standards.

This is what the consumer would like to see in textile fabrics: satisfactory characteristics which can be identified at the time of purchase.

The consumer's viewpoint was also presented by Prof. Henrietta M. Thompson, head of the department of clothing, textiles and related art of the School of Home Economics, University of Alabama. While Prof. Thompson's remarks covered the entire field of consumer goods, many of her examples were taken from the textile field:

Through the years the American Home Economics Association has stood "for the development, and use in labeling, of standards for consumer goods—specific guides at the counter which will enable the purchaser to know what is offered for the price asked. Minimum standards of quality; performance specifications; size standards; quality grades; a uniform rational system of naming which will help rather than confuse the consumer; informative labeling giving the grade, or in absence of grade, definite facts useful in predicting what the article will do when put into use; informative advertising—these are the objectives for which the AHEA has struggled."

Small store executives, according to *Women's Wear Daily*, gave the impression that "their staffs and the consuming public are hungry for information on soft goods. Of particular importance, they felt, is data on how given fabrics will perform under various circumstances. These facts backed up by the manufacturer, would help a great deal in expanding the role of brand names in small-store merchandising, as they see it." Informative labeling was lauded and more was needed to satisfy an "information hungry" public.

It is time to take stock of promotion and advertising when organized groups of consumers must look to Federal agencies and regulatory bodies for protection against exploitation.

Manufacturers and merchants should take the lead in im-

proving products, informing the consumer, and educating him to understand range in quality and the reasons for it.

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The development of a standards mark by the American Standards Association  
(Continued on page 99)



## Problem

This lady is very unhappy. She should have changed her dress—but she didn't and now she has paint on it. You will get this dress very shortly and she will expect RESULTS.



## Solution

BUCKEYE Paint, Oil and Grease Remover is just the "ticket" for this. It can be used with either Petroleum, Synthetic Solvent or Water. It not only removes paint, but grease, oil, shoe polish, salad oil, lipstick and some inks as well.



## Results

The lady will be pleased and you will be surprised at how economically and easily BUCKEYE Paint, Oil and Grease Remover enables you to give this service. It is safe on *all* types of silks, delicate synthetics and sturdy fabrics.

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SCD-451

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**Are Shrinkage Complaints Ruining Your Days?**



THE ORIGINAL AND ONLY

# Trousr-Formr

## Soon Gets Them Singing Your Praise!

PROFITS APLENTY FOR YOU when you eliminate shrinkage in wet-cleaned trousers. Cut finishing more than one-half. Eliminate that bedraggled wet-cleaned look. You'll find wet-cleans can even be easier to press than dry-cleans! That's right . . . when you use the Bill Glover Trousr-Formr.



## Speeds Up Pressing Press Wet Cleans as Easily as Dry Cleans

Stretches, shapes, removes wrinkles, dries and cures . . . all in four simple operations. Reduces final processing time at the press more than one-half!

The world over, more than 10,000 in use today. Many have been on the job every day for fifteen years!

Inexperienced operators quickly learn to turn out expert work . . . even up to 80 pairs an hour. Built for years of service, even under toughest conditions. Yes, sir . . . here's a production booster that will pay off in profits . . . IN RAPID ORDER!

**Eliminates Shrinkage  
SPEEDS UP PRESSING  
...Over 10,000 Now in Use!**

**OPERATORS STRETCH AND SHAPE  
Up to 80 Pairs Per Hour!**

**SEE  
YOUR  
JOBBER**

*Bill Glover, Inc.*

5204 Truman Road

Kansas City 1, Mo.

(Continued from page 96)

can Standards Association was described by Elizabeth Sweeny Herbert, chairman of the Consumer Goods Committee of that organization and editor of household equipment for *McCall's Magazine*:

One of the gratifying developments of the past year has been the establishment within ASA of a *Standards Mark*. . . Its use is limited, of course, to cases where product standards have been approved as American Standard. A simple (AS) mark is provided which can be easily identified at the consumer level while in no way replacing or subordinating a trademark or brand insignia. You have not seen this (AS) mark on consumer goods as yet and frankly that's why I want you to get excited about it. I'm afraid that it will not appear on merchandise until the consumer clamor becomes strong enough to carry back through retailer channels to the producers.

You and I may believe people want straight product information on a label or in an advertisement but the successful sales techniques seem to be those that tell the consumer of benefits. People do not buy because of what the merchandise is made of, they buy because of what it will do for them. They buy *advantages*.

It is my conviction that once the standards (AS) mark has made its appearance on goods, consumers will come to recognize it as indicative of a promise that products carrying it meet established standards of quality and performance. It can provide the craving for guidance and assurance and will come to be esteemed as a real "advantage."

. . . the *retailer* can prove to be the most effective medium in bringing about the observance of standards and also in bringing producers to a realization of the advantage to them, in adopting the standards mark. I believe that our consumer education programs have failed in not recognizing the power of this retailer role. We have directed our ammunition at the consumer and at the manufacturer. Perhaps these two are too far apart.

Only when both the consumer and the retailer become convinced of the values in product standardization and their certification labeling by the (AS) mark will hope of the general acceptance of such a program by producers be assured.

One of the most interesting talks at the clinic was given by Milton J. Shapin, merchandise administrator of Spiegel, Inc., of Chicago, whose subject was "Standards As Tools to Merchandising for Mail Order Houses." He pointed out that if merchandise does not come up to expectations from the catalog description, it goes back to the mail order house which must refund the money, pay shipping charges both ways and still maintain its low selling prices. The management of mail order companies know that their future depends on public faith in the printed catalog.

While few retailers have the volume to justify the type of standards program conducted by large mail order houses, the speaker's comments are interest-

ing as a recognition of the steps that must be taken to satisfy the consumer:

Data on returns provide unmistakable evidence that by and large the person who orders by mail from one of the major companies is satisfied with what she receives. In 1949 returns on sales for all companies ran between 7 and 9 percent depending upon composition of sales and type of customer. This may be compared with returns data for the large department stores which for the same year were over 10 percent. In other words, the customers who were able to see and feel the merchandise before buying, in department stores, returned merchandise to a greater extent than those who bought entirely from printed descriptions in mail order catalogs.

The major factor in this success has been the early recognition of the need for standards and insistence on adherence to them.

The principal functions involving standards work in mail order companies are the following:

## Someone WILL PROFIT CLEANING RUGS and CARPETS

### WHY NOT You!

EARN A PROFIT OF  
2¢ to 5½¢  
per sq. ft.  
Shampooing  
Carpeting  
"on-location"

EARN A PROFIT OF  
\$1.12 to \$3.50 on  
each 9 x 12 Rug  
cleaned in your  
plant

Most people want to make more money and can. You can . . . through "on-location" carpet cleaning and rug cleaning in your plant. You need no large cash outlay . . . as little as \$350 down . . . your customers are ready and waiting.

Consider these facts. Practically ALL your present customers have rugs that need periodic cleaning. Many have wall-to-wall tacked-down carpeting. These rugs and carpets keep getting dirtier and duller and dingier until some enterprising cleaner comes along to do the cleaning job.

But why an outsider instead of you? You come into frequent contact with your dry-cleaning customers. What an opportunity to

tell them about your rug and carpet cleaning service! Just explain how HILD System Shower-feed Shampooing will restore the luster, the bright colors and soft "feel" to their floor coverings . . . and you'll get orders right from the start.

Aggressive advertising will bring you in new business too . . . not only from homes but also from stores, theaters, hotels, apartment buildings, lodge halls, churches, etc. HILD is ready to help with a great variety of tested advertising material available for your use.

The profitable rug-cleaning field is wide open. Write today for complete details.

### HILD Equipment—"Proved-in-Use for Over 23 Years"



TODAY! Mail Coupon for FREE BOOK



HILD FLOOR MACHINE COMPANY  
740 W. Washington Blvd., Chicago 6, Ill.

Gentlemen: Please rush your free book of "FACTS." I am especially interested in  Cleaning Rugs in my plant  On-Location Carpet Cleaning  Shampooing Upholstery.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ NCD4

1. Establishing rules for correct catalog terminology.
2. Writing minimum standards of acceptable construction, size and materials.
3. Making certain that there is adherence to these standards.

Laboratories are an essential tool in this connection. While they cannot be equipped to study all types of merchandise in their infinite detail, they must be in a position to check those points which have their effects on the customer. For example, the merchandise laboratory at Spiegel, Inc., checks the following factors on all soft lines departments: identification of thread, thread count, weight, fiber content, breaking strength, seam slippage, washability, drycleaning, fabric shrinkage, colorfastness, water repellency, crease resistance, resistance to tarnish and absorbency.

A major contribution to the mail order industry has been made by the technical subcommittee on size specifications which has worked closely with the National Bureau of Standards in the development of standard body sizes for infants, girls and boys and which is now in the process of developing standard body sizes for women.

Stumbling blocks in the development of consumer-goods standards were analyzed by Ephraim Freedman, director of Macy's Bureau of Standards. According to Mr. Freedman, whenever representatives of manufacturers, retailers and consumers get together they agree on the necessity of consumer-goods standards, draft a proposed standard—and then reject it. The reasons he attributes to a number of fears—fear of regimentation, of unfair competition, of "price buyers," of exaggerated advertising claims; unwillingness to give limitations of merchandise; a conviction that customers don't read labels; disagreement as to the ability of laboratory test procedures to simulate with sufficient accuracy conditions that occur in actual use. Some of his comments:

While large quantities of satisfactory merchandise are available, the market also is supplied with too much merchandise of inferior quality. Relatively little of the good-quality goods and practically none of the inferior quality merchandise is labeled or tagged so that consumers cannot always discern the good from the bad.

The absence of informative labels on merchandise delivered to retailers frequently places retailers in the same position as that occupied by consumers. Also, in the textile industry, for example, the dearth of informative labels on goods going from mills or converters to consumer-goods manufacturers leaves these (e.g., garment) manufacturers facing the same predicament as both retailer and consumer.

To make possible the more widespread use of informative labeling over a greater variety of consumer goods, more test procedures must be created. These test procedures must have widespread recognition by authoritative bodies—not necessarily governmental bodies.

I suggest that a more profound approach be employed before any standard is offered as an American Standard. To me, the term "American Standard" signifies a standard that is built upon accepted test procedures. By "accepted" I refer to acceptance by an established governmental or other recognized agency, specializing in that field.

If any private test procedure is proposed for incorporation into an American Standard, it seems to me that it should be referred to the proper technical association for investigation and action.

Perhaps it is well to observe at this time that with the rapid increase in the prices of textile fibers and of yarns and piece goods, there is a growing tendency to employ cheaper dyestuffs and to resort to less expensive finishing procedures. This situation can become quite serious if allowed to go unchecked.

Therefore, standards for colorfastness of all textiles based on test procedures which have been accepted as "Standard" can, and should be developed and circulated for acceptance.

Of course, we have to be reconciled to the fact that unless a larger segment of the textile industry, including mill, converter, garment manufacturer, retailer and consumer takes this problem more seriously and does something about it, the creation of these standards will have but a very limited effect on all concerned.

### The Retailers' Program

Many of the talks summarized above mentioned the responsibility of the retailer in providing serviceable merchandise for his customers. The growing awareness of this responsibility on the part of many retailers has stimulated an extensive program by the Ready-to-Wear Group of the National Retail Dry Goods Association, working with the National Institute of Cleaning and Dyeing and with other trade associations in the garment and textile industries. This group has undertaken a variety of activities all designed to encourage production of textiles and garments of good quality, serviceable in fabric, trimmings and construction.

As unserviceable features of new products come to the attention of the Ready-to-Wear Group, warning bulletins are sent out to buyers. Some of the bulletins have pointed out such familiar items to the drycleaner as unserviceable belts and fabric buttons, fugitive-dyed innerlinings, rayon taffeta with water-soluble finishes, plastic buttons that bleed color.

In *Dear Fellow Merchant*, a bulletin mailed periodically by the NRDGA to general merchandise and ready-to-wear merchandise managers, a section called "Quality Is No Accident" is also devoted to serviceability problems. Among some of the subjects discussed in this section have been non-fast-colored interfacing and interlinings; unserviceable embossed fabrics and lacquer prints; poor quality sewing thread; unserviceable belts, plastic and fabric buttons; sponge rubber shoulder pads that cause color damage to acetate rayon fabrics.

Recently the NRDGA's monthly magazine, *Stores*, began to run a series of articles on fabric serviceability, using considerable material furnished by the research department of the National Institute of Cleaning and Dyeing. The first of the series, for example, discussed fugitive colors in pure silks, metallic gold prints that cannot withstand drycleaning, "permanent" pleats that are not permanent, and the availability of an improved type of fume-inhibitor for acetates.

Other activities of the association have included a fashion show of "Complaint-Free" clothes, designed to show that more stress should be made in selling consumers on the various features which are built into well-constructed and well-styled fabrics and garments.

Most valuable, perhaps, is the group's action in consulting with producers of such faulty merchandise. Results have already been achieved in the production of more satisfactory items, as in the case of washable and cleanable belts.

The value of the educational work of the NRDGA Ready-To-Wear Group lies especially in the personnel to whom it is directed—the buyers and executives of retail stores who choose the garments from which the consumer must make her selection. The NRDGA points out that it cannot actively take steps to make manufacturers improve their products; its efforts must be confined to education and publicity. When buyers have been cautioned to look for specific features that will cause difficulties, manufacturers are encouraged to offer the best possible quality.

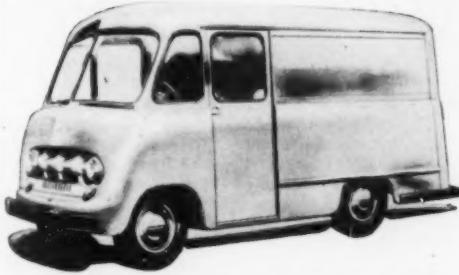
There will always be new fabrics, new finishes, new accessories coming on the market. To that extent new problems for the drycleaning industry will crop up as others are solved. Yet the fact that so many groups concerned with different phases of the textile and garment trades are devoting more and more attention to these problems, with growing cooperation among groups, would indicate a continuing improvement in quality and quicker discovery and correction of troublesome defects. # #

# DURABLE WELDED ALL-STEEL VANETTES

FOR EVERY TYPE  
OF DRY CLEANING  
DELIVERY SERVICE



**VANETTE JUNIOR NARROW**—The smart new narrow body design makes this less bulky unit ideal for congested areas. On Ford F-3 parcel delivery special stripped chassis only; 104" and 122" WB.



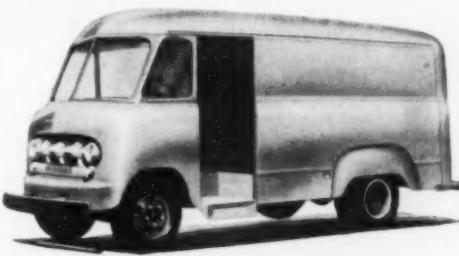
**VANETTE REGULAR WIDE**—Most popular model of the Vanette line. Built to carry light bulky loads with maximum driver-salesmen effectiveness and lowest over-all costs. On Ford F-3 parcel delivery chassis; 104" and 122" WB.

• Dry cleaners across the country are asking more from their delivery units these days. They are getting it from Vanettes—VALUE—in terms of a last-longer unit famous for operating economy and ease of service. With a Vanette you get maximum load space with minimum wheelbase. You get the unexcelled Vanette styling which, since 1937, has given to Vanette owners the ultimate in pride of ownership.

**PLUS VALUES** available nowhere else are revealed when the standard and optional features of these three units are looked into.

All these models are 74" wide and 70" high. Body lengths range from: 8'2" to 12'2". Cubic capacities available from 240' to 430'.

All bodies have Fiberglas insulation in roof and undercoating on inside of side panels. Metal underbody parts undercoated. All doors have special rubber tube seals for dust-proofing and waterproofing. It will pay you to investigate before you buy any parcel delivery or Dor-Tu-Dor body. Write for literature and prices.



**VANETTE REGULAR WHOLESALER WIDE**—A larger and sturdier delivery unit of ultra modern appearance and design (body load area 146" long, 74" wide, and 70" high). On Ford F-5 parcel delivery chassis; 134" WB only. Fenders for duals extra.

BUILT EXCLUSIVELY ON FORD CHASSIS  
—SOLD ONLY THROUGH FORD DEALERS

Specifications and equipment subject to change or improvement at manufacturer's discretion without incurring obligations.

**VANETTE, DIVISION OF UNIVERSAL SALES, INC.**  
Dept. NC, Delaware, Ohio  
Please send latest literature and prices.

DRY CLEANER \_\_\_\_\_

STREET AND NO. \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

ATTENTION: \_\_\_\_\_

# VANETTE

DIVISION OF UNIVERSAL SALES, INC.  
Delaware, Ohio

# EMULSIONS IN DRYCLEANING

## How Oil and Water Can Be Made To Mix

by J. H. KOOB and J. L. STAUBLY

Whitemarsh Research Laboratories  
Pennsylvania Salt Manufacturing Company

**T**HE addition of moisture to drycleaning solvents is very popular with many drycleaners at the present time. A number of advantages are claimed for adding carefully controlled amounts of water during the drycleaning cycle.

The laboratories at the National Institute of Cleaning and Dyeing have reported the value of moisture in reducing soil redeposition (graying) in their Bulletins No. T-231 and No. T-234. Many cleaners claim much greater "sweet" stain removal when moisture is added. Many also are applying water-soluble moth repellents by adding aqueous solutions of such repellents to the drycleaning solvent.

Since water alone is not readily dispersed in drycleaning solvents, some aid is needed to get good dispersion. Mixing water with a drycleaning soap to form a stock "solution" is the most common procedure. Both the quantity of soap and the quantity of water added to the wheel can be controlled by varying the ratio of soap to water and changing the amounts of stock solution used.

These water-soap stock solutions in solvent are what technologists would call "emulsions." Since such emulsions are so widely used in drycleaning plants, a simple review of the characteristics of emulsions may interest those cleaners who don't have technical training.

An emulsion may be defined as the dispersion (spreading) of one liquid in another. Do not confuse emulsions with "true solutions." Alcohol and water form a true solution in which the two liquids will not separate no matter how long the solution stands. Water and Stoddard solvent, on the other hand, will not dissolve in each other. Water and solvent can be mixed by hard stirring or beating. But, unlike a true solution, the solvent and water will quickly separate into two layers as soon as the stirring is stopped.

When two immiscible (unmixable) liquids are poured together, the interfacial tension of the liquids acts to shrink the area of surface between the two liquids. That is, the two liquids try to touch as little of each other as possible. The area of contact between the liquids is least when the liquids are separated completely into two layers. So this is the state to which the two liquids rapidly return when stirring is stopped.

"Interfacial tension" is the effort of a liquid to form into a ball (like mercury or quicksilver). It is what makes water droplets run together on a window-pane. Surface-active agents greatly reduce interfacial tension. Since interfacial tension causes emulsions to separate, reducing this force by adding surface-active agents makes emulsions more stable.

When combining two immiscible liquids such as

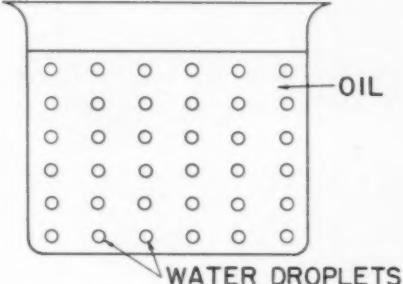


FIG. 1. Water-in-oil emulsion (w/o)

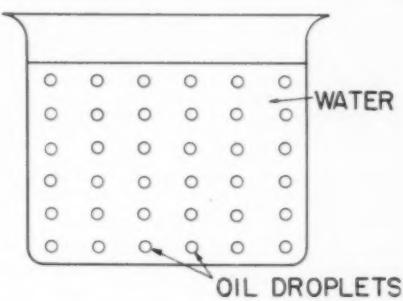
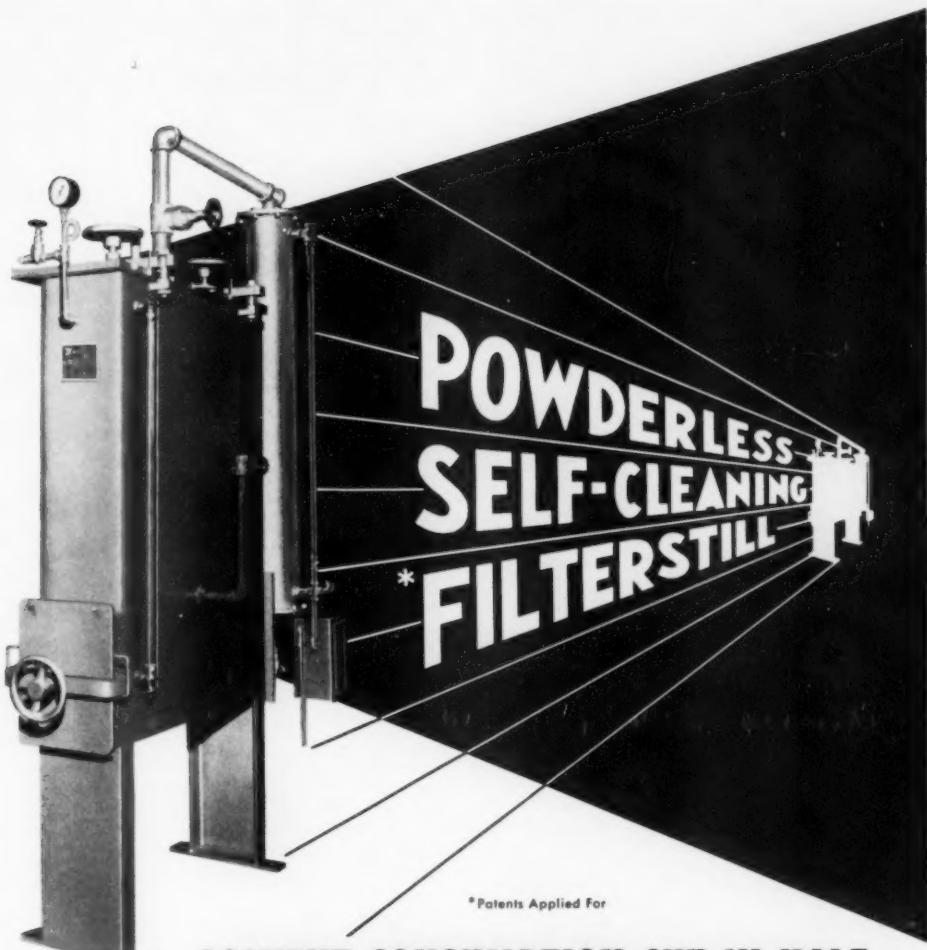


FIG. 2. Oil-in-water emulsion (o/w)

Stoddard solvent and water, either of two types of emulsion can be formed. When water droplets are dispersed in solvent, the emulsion is designated water-in-oil emulsion, which the technologist would abbreviate as "w/o" (Fig. 1). If solvent droplets are dispersed in water, the emulsion is called an oil-in-water emulsion or "o/w" (Fig. 2).

Although the liquids involved are water and solvent, the emulsions are referred to as water-in-oil and oil-in-water. In emulsion technology, the term "oil" represents



\* Patents Applied For

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- It's amazing how a single piece of equipment can do so much and save you so much. The Filterstill operates entirely without filter powder. It eliminates filter sludge that contains costly solvent. (One pound of filter powder absorbs three pounds of solvent or more.) In addition to saving you 100% of filter powder costs and reducing solvent consumption by 50%, the Powderless Self-Cleaning Filterstill eliminates filter powder sludge removal, filter backwashing, frequent changing of filter screens and bags, and high filter pressures. The Filterstill also prevents excessive wear of pumps and filter muck in base and storage tanks.

Sum up the savings in actual money and costly labor, and see how the Filterstill pays for itself.

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any liquid immiscible with water. This includes water-insoluble drycleaning soaps, Stoddard solvent, chlorinated hydrocarbon solvents, etc. Thus emulsions of dry solvents and water must be termed water-in-oil or oil-in-water emulsions. As will be shown later, the type of emulsion is of prime importance in drycleaning operations.

#### Factors in Types of Emulsion

Several factors affect the type of emulsion formed when solvent and water are agitated together. If a stable emulsion that will not separate rapidly is to be formed, some surface-active agent—soap, synthetic detergent, emulsifier, etc.—is needed. The emulsifier itself can decide the kind of emulsion formed when equal volumes of water and solvent are shaken together.

Ammonium, potassium and sodium soaps, with which the drycleaner is familiar, dissolve in the water and disperse solvent droplets to produce o/w emulsions. On the other hand, some water-insoluble metal soaps dissolve in the solvent, disperse water droplets, and thus form w/o emulsions. There are a large number of synthetic emulsifying agents available today. Some synthetic emulsifiers produce either emulsion, depending upon order of mixing. In general, although not always:

1. Emulsifiers which are much more soluble in solvent than in water tend to form w/o emulsions;
2. Emulsifiers which are more soluble in water than in solvent tend to form o/w emulsions.

However, choosing the proper emulsifier is not the only factor that determines the emulsion formed. Consider the behavior of a solution of solvent and an emulsifier equally capable of forming either type of emulsion.

If water is added slowly, with vigorous stirring, to this solution, it is dispersed in minute droplets throughout the solvent, forming a w/o emulsion. The emulsion remains the w/o type as more water is added. However, when an excess of water (beyond a one-to-one ratio, for instance) is added, the emulsion changes over to an o/w emulsion. This phenomenon is known as an "inversion of emulsion phases." The emulsion is said to "invert."

On the other hand, if the solvent-and-emulsifier solution is added to water a little at a time, the emulsion

formed is of the o/w type. This, too, will invert when solvent is added to excess. Thus, both the order of mixing and changes in ratios of water to solvent influence the kind of emulsion obtained.

Other factors that can affect emulsions are: viscosity of oil, temperature, water hardness, the presence of salts, pH (alkalinity or acidity), and even the material from which the container is made. However, with most drycleaning products, used under normal conditions, the latter factors have much less effect than do volume ratios, order of mixing, and type of emulsifier.

#### Identification of Emulsion Type

We have discussed the general properties of emulsions, the two types, and the factors which determine the type. Now, how can a drycleaner distinguish between the two kinds of emulsions? (And let's not forget that "emulsions" are what we usually call stock soap solutions.)

Of the various ways to identify an emulsion type, one is of interest because it is simple. It consists of adding a small amount of the emulsion to solvent and observing how it spreads through the solvent. As pointed out earlier, a w/o emulsion comprises minute water droplets dispersed in solvent. Since the solvent "surrounds" the water droplets and is the "outside liquid" (Fig. 1), it would be expected that the solvent would be available for mixing with additional solvent. When such an emulsion is added to solvent,

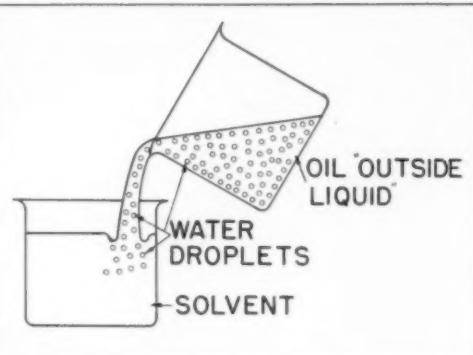


FIG. 3. Addition of a water-in-oil emulsion to Stoddard solvent

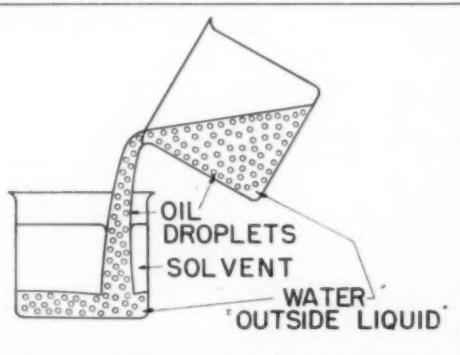


FIG. 4. Addition of an oil-in-water emulsion to Stoddard solvent

# WE TURNED A 24x20 FOOT SPACE INTO A "GOLDMINE"

says progressive Dry Cleaner\*

"WHEN WE FOUND OUT ABOUT THE BIG PROFITS in a rug and furniture cleaning department, we called in a Multi-Clean man to help us get one started," this dry cleaner reports. "We thought we didn't have sufficient room, but we discovered that a 24 x 20 foot space was ample, and that all the equipment needed could easily be stored in any corner. Rug and furniture cleaning, on-location and in this small space, has paid off in a thirty-five percent increase in our business!"

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Whatever the size of your plant, you can't afford to overlook the profit possibilities in today's rug and furniture cleaning market. Multi-Clean equipment is designed to do a fast, efficient job even in a limited area, and is so compact that it will not tie up floor space. Easily portable, too, so you can realize the high profits from cleaning rugs and furniture on location.

## LET US HELP YOU GET STARTED

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\*name on request

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Multi-Clean Products, Inc.

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Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

it readily spreads throughout the entire volume (Fig. 3).

In contrast an o/w emulsion, when added to solvent, will merely fall to the bottom of the container instead of dispersing (Fig. 4). This would be expected since, in this emulsion, solvent is dispersed as droplets in water. Water as the "outside liquid" (Fig. 2) screens the solvent droplets from the bigger body of solvent and the emulsion acts as though it were pure water.

If added to water instead of solvent, an o/w emulsion will disperse, while the w/o variety will stay at the top, floating on the water as though it were pure solvent. Again this is as would be predicted from a knowledge of the physical make-up of emulsions. The o/w emulsion has water as the "outside liquid" (Fig. 2). This water is, therefore, available for mixing with additional water, and consequently such emulsions readily disperse in water (Fig. 5). In w/o emulsions water is the "inside liquid" and consequently is not available for mixing with additional water (Fig. 6).

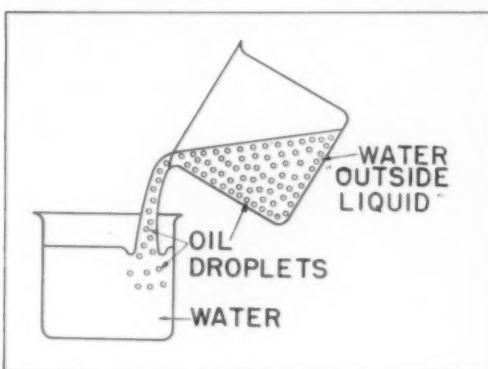


FIG. 5. Addition of an oil-in-water emulsion to water

From the above it is seen that emulsions can be readily identified by observing their dispersing properties, which can be summarized as follows:

#### Water-in-Oil Emulsions

1. Readily disperse in solvent (Fig. 3)
2. Do not disperse in water (Fig. 6)

#### Oil-in-Water Emulsions

1. Readily disperse in water (Fig. 5)
2. Do not disperse in solvent (Fig. 4)

#### Choice of Type for Drycleaning

Whenever the cleaner adds an emulsion to the solvent in a washer he is performing on a larger scale the operation described above for distinguishing emulsion type. Therefore, it is obvious that if a uniform dispersion of water throughout the solvent is desired, a w/o emulsion should be used, since only this type of emulsion, or very easily inverted o/w emulsions, will disperse in solvent.

During a research project, o/w emulsions were used to dryclean loads of garments in a commercial-sized washer. A large fraction of the emulsion fell to the bottom of the shell and slowly trickled into the button trap. When filter aid was added, there was a buildup of wet filter powder on the bottom of the shell. It was then found impossible to control moisture conditions in the wheel. Moisture added to one load



"His mother says, don't forget back of his ears."

sometimes appeared in subsequent loads, causing the garments to be damp and wrinkled. When using the proper type of emulsion, w/o, none of these difficulties was ever encountered.

Complexities of emulsions need not alarm the cleaner. Most manufacturers of drycleaning soaps have carefully considered emulsion properties in developing their products. However, a better understanding of the peculiarities of emulsions should impress on the cleaner the value of closely following instructions given with the particular soap he may be using.

In commercial drycleaning plants the writers have encountered some "stock soap solutions" which were the wrong type of emulsion; that is, o/w instead of the desired w/o type. Usually this could be traced to some departure from manufacturers' recommended mixing procedures. A frequent test to check the type

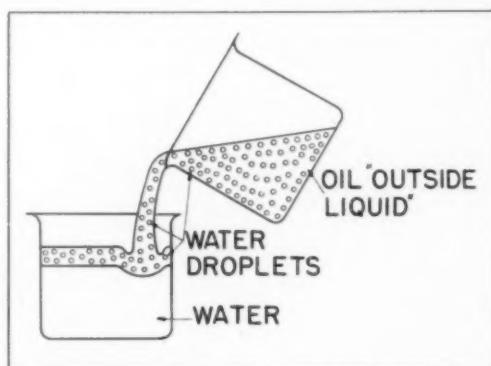


FIG. 6. Addition of a water-in-oil emulsion to water

of your emulsion would be a good guarantee of best performance. The test takes very little time. Add a few drops of the emulsion (your stock soap solution) to a glass full of solvent and watch the readiness in dispersion to give a milky appearance. # #

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**H I G H  
 A B O V E**  
*All*

*In Speed  
 Safety  
 Economy*

**AT LAST!**

# HERE'S ONE SOAP THAT "CLEANS UP" FOR YOU IN THE CLEANING ROOM-

**LIKE NO COMBINATION  
 OF SOAPS COULD DO!**

- ECONOMICAL TO USE
- SOLVES ALL YOUR STORAGE PROBLEMS

There's no Dry Cleaning Soap so potent, as New C-50 by NU-PRO ...It's an innovation in the development of greater speed, efficiency and economy in one soap for all your Cleaning Room problems.



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 DRY CLEANING SOAP  
 by **NU-PRO**

**C-50 AFFORDS YOU THESE 7 ADVANTAGES...**

- C-50 is approximately 6 TIMES as strong as ordinary Dry Cleaning Soaps.
- C-50 is 40% less costly.
- C-50 will pick up 25 TIMES its own weight of water and still disperse in the solvent.
- C-50 can be used with Stoddard Solvent or 140 F and chlorinated solvents.
- C-50 is non-inflammable.
- C-50 is more economical all the way around.
- C-50 solves storage. Packed in gallon jugs. No drums to take up valuable space.

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RUG CLEANERS AND ALLIED TRADESMEN who attended meeting in Newark

## New Jersey Rug Men Meet

by JOHN J. DUNN

AS it has been during the past six years, the seventh annual dinner meeting of the New Jersey Institute of Rug Cleaners, held in Newark February 15, was a marked success.

In the absence of the retiring president, Verne Boddy, who was unable to attend because of illness, John Devane, Jancovius & Son, Inc., Newark, called the meeting to order and read the report of the group's activities

for the year. First speaker of the evening was Vincent E. Crownishield, Johnson & Johnson, Inc., who pointed out methods for assuring good customer relations.

A generally optimistic forecast on rug cleaning sales prospects was made by Guy Marrocco, Carman & Co. Charles T. Brown, director representing the New Jersey area on the board of the National Institute of Rug

Cleaning, was introduced to the membership.

Griswold Holman, Jr., presented the group's achievement award to Joseph H. Huber, Reliable Rug Cleaning Co., Paterson, newly elected president. Eugene Brehm installed the 1951 officers and directors.

In addition to Mr. Huber, the officers include: Frank Jesch, American Rug & Carpet Cleaning Co., Hoboken, vice

president, and Edgar R. Rimback, Rimback Storage Co., Millburn, perennial secretary-treasurer. Directors, other than the officers, are: Verne E. Boddy, Raritan Rug Cleaning Co., Raritan; John Bedrosian, J. K. Bedrosian, Inc., Summit; Albert Cook, Essex County Carpet Cleaning Works, Bloomfield, and Griswold Holman, Jr., G. B. Holman & Co., Rutherford. # #.



HEAD TABLE, left to right: Guy Marrocco, Frank Jesch, Edgar Rimback, Joseph Huber, John Devane, Vincent Crownishield and Charles H. Brown

## Utah's Third Convention

MORE than 175 delegates to the third annual convention of the Utah State Cleaners Association, held February 26 and 27 at Salt Lake City, were welcomed by the retiring president, Walter Squires. Mayor Earl J. Glade presented the keys to the city to the gathering.

G. W. Boyd of Emery Industries gave the group his "Blueprint for Selling," and C. Russell Poulsen, of the Mountain States Telephone & Telegraph Co., presented a film,

"A New Voice for Mr. X." Clarence G. Pierce, West Coast manager of the National Institute of Cleaning and Dyeing, discussed "Fabrics."

Paul Jacobsen, Wallerstein Co., talked on "Handling and Identification of Serviceable and Unserviceable Fabrics," while Dr. Dorothy Siegert Lyle, department of consumer relations, NICD, took up problems presented by new styles and fabrics. Prof. Royal L. Garff, of the University of Utah, discussed

his subject entitled "humanics."

A panel discussion was held with most of the speakers participating and with Albert V. Mackie, of Fashion Cleaners & Dyers, Salt Lake City, as moderator.

The following officers were elected for the coming year: A. Ray Ellison, Ellison Cleaners, American Fork, president; Herman J. Jansen, Vogue Cleaners, Salt Lake City, vice president; Allen F. Hampton, Superior Cleaning Co., Ogden, second

vice president; Lee Mendenhall, University Cleaners, Provo, secretary-treasurer.

New directors are Ray Showell, Salt Lake City, and J. Anker, Cedar City. Holdover directors are Alton Parker, Ogden, and George Scheller, Salt Lake City.

Dell Boyd, Salt Lake City, was program chairman of the convention, aided by Herman J. Jansen and Albert V. Mackie. # #

# HERE'S OUR STORY...

BRIGHTWOOD CLEANERS  
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CHerry 4240  
January 8, 1951

Olson Filtration Engineers, Inc.  
1624 N. Kilbourn Ave.  
Chicago 39, Illinois

Gentlemen:

• • • • We have been unable to find in Indianapolis the correct lubricant for the valves on our Olson #30-36-148 filter. We would appreciate your favor if you would obtain some of this grease for us in Chicago and have it shipped to us.

• • • • We are having wonderful success with this filter. We have had it almost two years, and have been inside of it only twice to check the condition, and have been nothing the filter tubes were perfectly clean, and our filter three times a week. We are backwashing all that is necessary to keep, and find that this is operating condition.

Washing all of you the best of luck during the coming year, we are

Very truly yours,  
BRIGHTWOOD CLEANERS  
F. Ernest Dimick

by J. Ernest Dimick

\*OF COURSE WE GOT IT FOR THEM!

\*And . . . of course

they're having wonderful success with their OLSON filter. Just a few minutes care a day will keep it running at peak efficiency. No shutdowns for dismantling, maintenance or other time wasting delays. If operating costs are important to you, YOU should have an OLSON filter.

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for Additional Information  
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1624 N. KILBOURN AVE. • CHICAGO 39, ILL.

The OLDEST NAME in DRY CLEANING FILTRATION



## Crowded Program at Charlotte

by WILLIAM R. PALMER

Nearly 500 drycleaners, regional OPS administrator in that area, surveyed the controls picture for his drycleaning and laundryowner listeners.

"The Outlook for the Cleaning Industry" was the theme of T. E. Millholland, NICD president. Whatever he skipped was covered by W. R. Palmer, editor of NATIONAL CLEANER & Dyer, in discussing "Trends in the Industry."

The highlight of the convention was the broadcast from the meeting room over four radio stations of an oration by Hon. Clyde R. Hoey, senior senator from North Carolina. In a political vein also was the address by Hon. Thad Eure, state secretary of North Carolina.

The politico-economic scene was discussed by Harold K. Howe, manager of the AIL Washington office, who outlined the favorable position of the service industries in the current capital mixup. Ben Douglas of Charlotte, recently appointed

Sales promotion was covered directly by C. B. Kasson, R. R. Street & Co., Inc., who described good technique in "selling at the doorstep level." Indirectly it was touched on by Dr. Pauline E. Keeney, textile professor at the Woman's College in Greensboro, who described the ignorance of college students about drycleaning as revealed in a survey conducted among the home economics students.

The entire management program of a small combined plant was sketched by R. L. (Bill)



DR. KEENEY places halo of innocence over head of "typical student"

Ayers, Jr., abetted by Mrs. Ayers, Mr. Kasson and Mr. Palmer, in a skit that included "auditions" of two personable radio singers. They were well received.

The results of research on color loss from acetates in the presence of moisture were described with color slides by Dr. J. C. Alexander, chief chemist of NICD. North Carolina's group insurance plan was described by J. S. Vincent of the Pilot Life Insurance Company, and O. F. Griffith, Jr., of the N. C. Industrial Commission, enumerated the "fundamentals of accident prevention." The latter announced the winners of the statewide safety contest to

the drycleaners—[Ed.]

It was a musical convention, what with the two auditions, group singing before each session inspired by Henry Benoit, warbling in the rooms, excellent renditions of the "Lord's Prayer" and the "Holy City" to break the string of speeches, and finally a concert by the Charlotte Boy's Choir of nationwide fame.

Continuing as president for another year is Emil F. Hilker, accompanied by H. W. O'Shea,



NORTH CAROLINA OFFICERS, left to right: J. R. Morris, director; A. M. McKnight, vice president; Emil Hilker, president; H. W. O'Shea, treasurer; N. W. Miller, retiring director

**LINCOLN HEYES, PRESIDENT OF**  
**One of Southern California's Largest**  
**Retail Dry Cleaning Plants,**

**Fanset**  
DYE WORKS INC.  
CLEANERS & DYERS  
SINCE 1913



*Says:*

*"We couldn't do without  
'TWIST-EMS'—They save time and  
prevent costly mix-ups"*

## LET TWIST-EMS HELP YOU, TOO!

Just a simple "Twist-of-the-Wrist"  
and orders are quickly, neatly,  
and securely held as a unit.

Just a simple twist-of-the-wrist is all that is needed to bind multiple customer orders together. The scientifically gauged width of TWIST-EMS and the laminated wire method of construction make a *positive lock* that can't come undone.

TWIST-EMS save time, they are easier to use than cord or other methods of tying and their distinctive color and appearance are more attractive to customers.



### Distinctive TWIST-EMS Grouped Orders Eliminate Driver Mix-ups.

No more costly mix-ups or partial orders delivered by drivers when TWIST-EMS are used. TWIST-EMS distinctive colors quickly identify group orders.

To discover for yourself how TWIST-EMS can help your operation, too, send today for FREE SAMPLES and literature.

FREE SAMPLES

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Please send samples and information on TWIST-EMS

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**TWIST-EMS'**  
MANUFACTURED  
BY GERMĀCO PRODUCTS DIV.



treasurer; Harold O'Neal, sergeant-at-arms, and George B. Webster, executive secretary. Three new vice presidents were chosen: Jack R. Bennett, Jr., R.

E. Kizer and A. M. McKnight. New directors are Ed Sheets, Fred Greer, Frank McCaskil, William Livesay, P. O. Higginbotham, George Whittle and R.

G. Harrison. Holdover directors are A. E. Bishop, E. S. Capps, Dewey Williams, G. W. Howard, O. W. Hooker, P. K. Ewell, H. M. Taylor, J. R. Harris, R.

L. Forrester, J. S. Irvin, J. M. Kingsland, E. W. Pearce, Bretney Smith, C. W. Grimes, Cecil Bishop, T. H. Walls, and A. S. Jones, Jr. #

## New York Rug Cleaners Convene

by JOHN J. DUNN

THE annual convention of the New York Cleaners Institute, held February 13 in New York City, conformed to the pattern which the group has followed for the last several years. A business session was scheduled in the afternoon fol-

lowed by a dinner and entertainment at a well-known night club.

Opening speaker at the afternoon meeting was Irving Feinstein who demonstrated the use of Anchoredge, a device for laying tackless floor-covering in-

stallations. Guy D. Marrocco, director of research, Carman & Co., took a look at the availability of rug cleaning supplies in 1951 and came up with the gloomy forecast that shortages may be expected in many chemicals and detergents. A re-

port on the convention of the National Institute of Rug Cleaning in Detroit was made by Paul Williams.

S. D. Santola of the Reuben H. Donnelley Corporation, the sales agency for telephone-directory advertising, explained

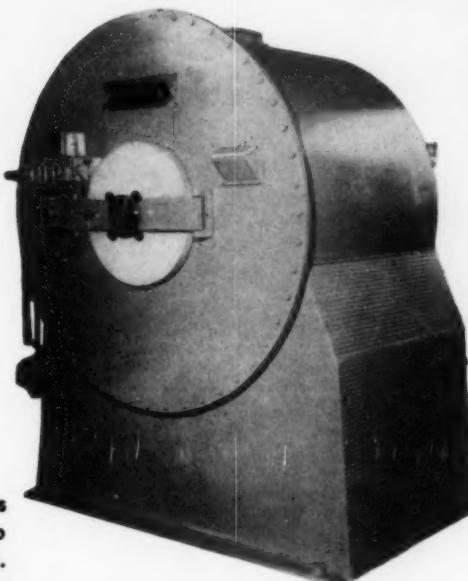


AUDIENCE of rug cleaners and allied tradesmen who attended afternoon session in New York

# ANNOUNCING the new 100 lb. JUNIOR



Easiest  
Operation  
Possible  
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Greatest  
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Insistent demand has forced us to develop a Junior Washex. Cleaners now can have the most compact and efficient floor space and labor saving combination washer-extractor possible to construct.

Washex has met with general acceptance by many of the large and medium size cleaning operators for more than two decades.

Junior Washex now makes it possible for the smallest cleaner to join the Washex family.

Only Requires  
54" x 66" Floor Space  
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Capacity Equivalent to:  
1-36" x 54" Washer  
PLUS  
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ALL IN ONE

• Hit of the 1951  
N.I.C.D. Atlantic City  
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WRITE FOR FREE  
WASHEX BOOKLET C  
describing  
100 to 500 LB. CAPACITIES

1. No cylinder door to stop and spot—Jr. Washex open end.
2. No drain boards.
3. No handling of solvent soaked garments.
4. Smallest possible floor space.
5. Direct washer to tumbler operation possible. Think of what that means—no chutes, drain trucks or baskets.
6. Labor saving in excess of 50% possible.

FABRIC LAUNDRY AND DRY CLEANING MACHINERY CORP.  
192 BANKER ST. BROOKLYN 22, N. Y. EVERGREEN 9-6154



S. D. SANTOLA, Reuben H. Donnelley Corp., explains regulations for assuring ethical advertising in telephone directories

some of the copy and control regulations set up for the maintenance of high ethical standards in telephone-directory listings. Methods for attaining suc-

cessful results from direct-mail selling were described by I. L. Appleman, Milbin Printing Co.

The implications of the proposed changes to New York

City zoning regulations were brought out by a three-man panel headed by Jerome Healy, the group's legal counsel. Aiding Mr. Healy was William A. Giesen, architect and long-time zoning authority, and Commissioner Edward Crinnion, Superintendent of Housing and Building in Bronx County.

Simon Hoffman, NYRCI president, closed the afternoon session with a summary of institute plans and prospects for the coming year. The rug cleaners and allied tradesmen reconvened at the Latin Quarter for the evening festivities.

At a previous meeting the group elected the following officers for 1951: president, Simon

Hoffman, Old Long Island Cleaning & Dyeing Establishment; vice president, Jerome Goodman, Goodman's Carpet Cleaning Company; treasurer, George Winkler, Jr., John Winkler's Sons, Inc. Harold C. Buckelew continues as executive secretary.

The following were elected for two-year terms as directors: Stanley Czechor, Weirfield Rug & Carpet Cleaning Co., Inc.; Samuel Longwill, Wilson Carpet Cleaning Service, Inc., the outgoing president; Jerome Eisenberg, United Rug & Carpet Cleaners; Herbert Besher, A. Besher & Co., Inc., and Joseph Bobrow, Home Carpet Cleaners, Inc. # #

## Price Control Upheld in Oklahoma

by WILLIAM R. PALMER

**T**HERE were "only a thousand" drycleaners and friends in attendance at the 20th annual convention of the Oklahoma Association of Cleaners and Dyers, held at the Biltmore Hotel, Oklahoma City, February 10-11. (Note to other state associations: Oklahoma has had as many as 2,000 registrants at a convention, despite its relatively low population per square mile.)

Cleaners stayed away from the meeting because an open hearing was to be held on proposed repeal of the state drycleaners law and price-control law before the Oklahoma House Business and Industry Committee on February 14, just three days after the convention. Too many cleaners felt they couldn't afford to be away from their businesses for both events, and that attendance at the hearing was the more important.

Over 400 cleaners slogged through snow and sleet storms to attend the hearing. The ru-

mored "student march" from the universities, which was the core of the opposition, didn't materialize. At a hearing a week later only a few students appeared, but were unable to present a case for repeal.

As a result, the motion for repeal of both the industry and price-control laws was defeated in committee and again on the House floor.

As a prelude to these hearings, talk at the convention concentrated on the impending hearing. All speeches were colored by it. And the meeting ended on a note of unfinished business.

Unfinished business, too, was the program to speed the collection of contributions to pay off the producer of the association's film, "After the Ball Was Over." This appeared especially urgent as need for improving public relations was evidenced by the public attempt at ending the state drycleaners law.

The school for drycleaning

was discussed by Keith Covelle, director of technical training at the Okmulgee branch of Oklahoma A & M, who was able to report both excellent progress and a bright future for the school. Everett Bryant, as chairman of the State Drycleaners Board, outlined the situation leading up to the hearing on the motion to repeal the law, and discussed plans for attendance at the hearing by as many drycleaners as possible.

The afternoon session was opened with a color film on silk and wool finishing methods by George Schleman of the U. S. Hoffman Machinery Corp. Entirely prepared and filmed by George himself, it was part of a longer film to be completed with sound.

This was followed by a showing of the state association's film for public consumption, "After the Ball Was Over." It is well designed, as reported in previous issues, to impress the layman with the equipment

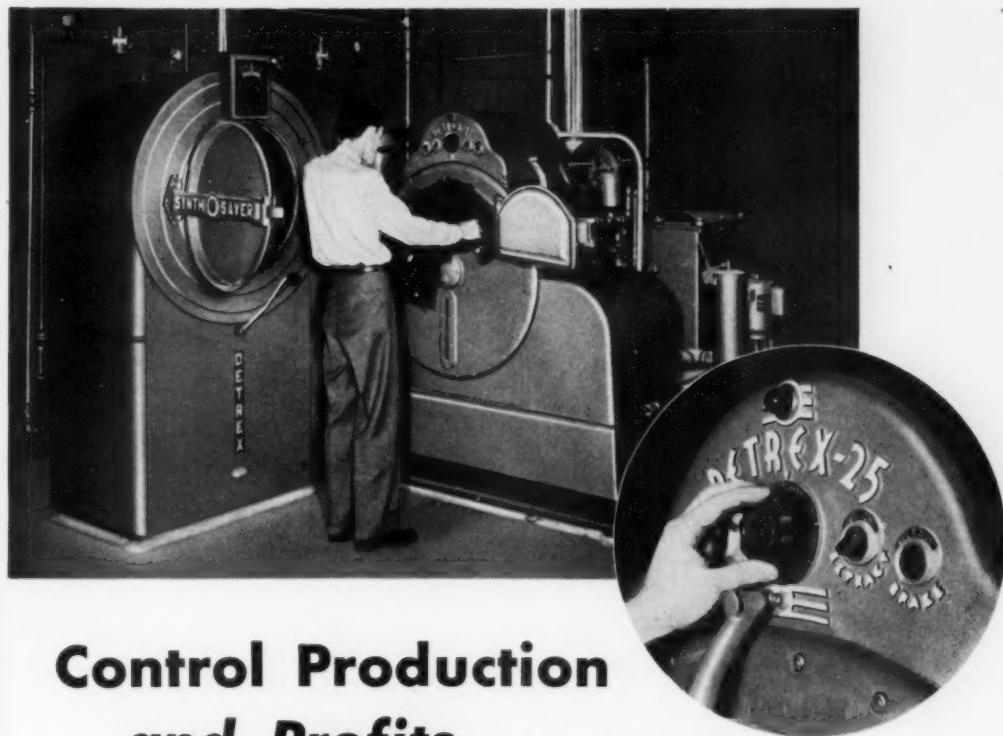
and labor involved in cleaning a dress or a suit of clothes. There is enough of a light plot to nicely present this bit of consumer education.

William R. Palmer, editor of *NATIONAL CLEANER & DYER*, pointed out several trends affecting the drycleaning industry, including the danger of home cleaning developing if consumers' needs are not met.

The "Blueprint for Selling" presented by G. W. Boyd of Emery Industries was his usual dynamic presentation at its best, with particular emphasis on the need for more showmanship in the generally colorless sales promotion affected by drycleaners.

As a "reward" for past excellent service, and to maintain continuity during the crisis, the officers were all reelected for another year. They include: Dean T. Jayroe as president; W. F. Griswold, first vice president; Ruben Jay, second vice president, and E. F. (Shorty) McComb, secretary-treasurer. # #





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Sending your garments to a wholesaler? Establish your own plant with a small investment . . . eliminate production dead spots, lost time and misplaced garments.

You can start now by building your business on a Pay-as-you-Profit basis with the Detrex Process. Here's what it does for

you in your own plant: delivers four loads per hour for continuous production—120 lbs. per hour with the Regent or 72 lbs. per hour with the Coronet; permits featuring 30-minute service; produces high quality drycleaning at lowest cost in the industry. What's more, YOU take ALL the profits.

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## IVAN is watching you

IVAN is a dyed-in-the-wool Communist. There are only 6 million party members like him in all Russia, yet these Communist brass-hats enforce the iron dictatorship of the Kremlin over 200 million Russians.

He's sold to the hilt on Red ideas. Which means he's out to get you. He believes it's either you or him . . . that the world is too small for both.

Ivan is working hard to beat you down. He has a big head start.

Right now he's got you in a bad spot.

Ivan is afraid of only one thing.

He fears your ability to out-produce him in guns, tanks, planes.

Frankly, he doesn't think you value your free system enough to do it . . . to make willingly the sacrifices he has squeezed out of the Russians.

But he's wrong!

Because you and all of us have set out

to build more and better weapons—to do it faster all the time.

We must use every bit of know-how and inventive skill we have to improve our machines and methods—to turn out more and more for every hour we work. Only in this way can we become militarily strong.

But we've got to supply essential civilian

needs as well. We can't allow needless shortages to take prices skyrocketing and lower the value of our dollar.

Sure, that means sacrifices for everybody. But doing this double job well is the only sure way to stop Ivan in his tracks—and to save the freedoms which are ours and which he has never known.

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How Americans developed better machines, power and skills to build a great nation . . . Why we have been able to produce constantly more per hour . . . How this has given us the world's highest living standard.

*How we can meet today's challenge—Why we must expand our productive capacities, supply arms and essential civilian needs, too. Read how this dynamic process works in free booklet, "The Miracle of America," endorsed by representatives of management and labor. Send for your free copy today!*

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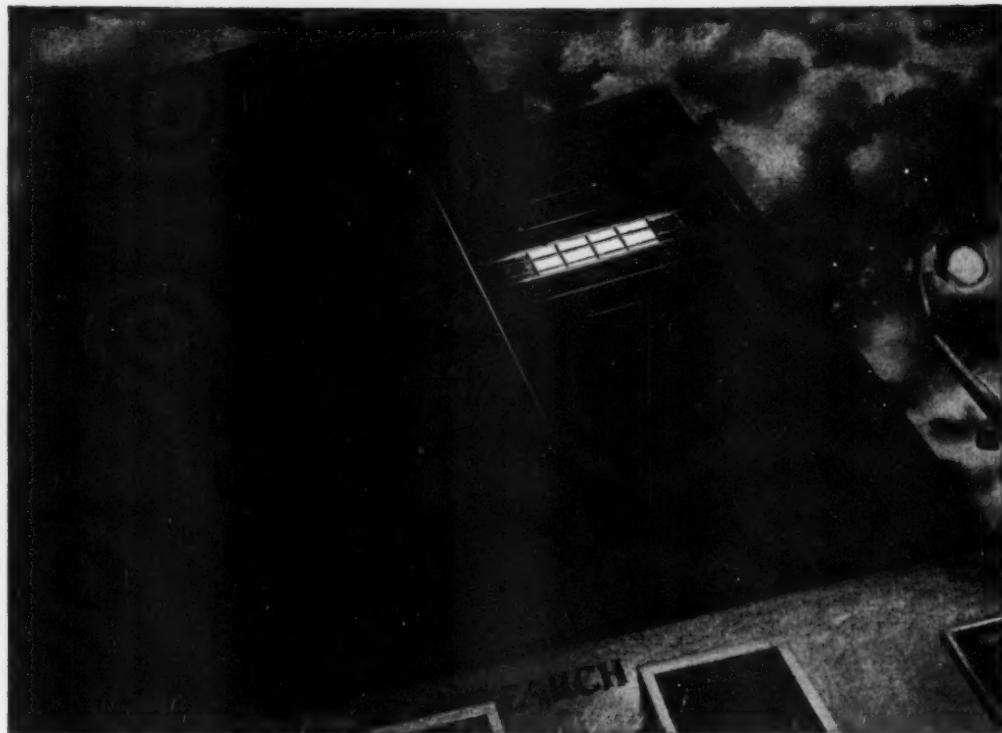
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THE BETTER WE PRODUCE  
THE STRONGER WE GROW



## The light in the Lab "

In the research laboratories of hospitals, clinics, and medical schools throughout our country, the lights burn late . . . as scientists constantly strive to halt humanity's greatest enemy—CANCER.

As the lights continue to burn, the hope for a cure grows brighter . . . here's why:

### Cancer Research Is Paying Off

Through research—which you have helped to support by donating to the American Cancer Society—medical science now has new weapons to combat this disease more effectively than ever:

**Drugs**—there is evidence that a chemical treatment for cancer may be perfected. Certain drugs will prolong the lives of cancer victims . . . other promising compounds are being tested.

**Hormones**—treatment with hormones, such as ACTH and Cortisone, has brought about dramatic, although temporary, effects in some types of cancer. Other hormones have helped control advanced cancer of certain organs.

**X-rays**—the development of more powerful machines promises to make this form of treatment more effective.

**Isotopes**—radioactive chemicals are becoming increasingly useful in treating certain rare forms of the disease.

In addition, surgical techniques have been improved so much that once hazardous operations can now be performed safely. And progress is being made in the development of tests to detect cancer in its earliest stages when the chances for cure are best. Research has made

these life-saving advances possible. But, as long as cancer continues to kill some 210,000 men, women, and children in our country each year, we must keep the lights burning in the laboratories! *Much more research needs to be done before cancer can be dealt the final blow!*

Your life—the life of everyone you know—is at stake. Give generously to the 1951 Cancer Crusade.

### Help Science Help You... Give To Conquer Cancer

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*... your gift will reach your  
American Cancer Society Division*

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# NEWS NOTES

## *in the trade*



### New Unipress Management

ACCORDING to an announcement by Ira C. Maxwell, president of Unipress Company, Minneapolis, Minn., a new management idea has been put into practice, which consists of joint ownership of the company by both distributors and officers of the corporation. Prompted by a recent trend toward company mergers, the Unipress distribu-



IRA C. MAXWELL

tors believed that a special effort ought to be made to become actual stockholders of the company.

The operating management of the Unipress Company remains the same, the announcement states, and a definite policy of the company is to see that all Unipress distributors are treated equally regardless of whether or not they are stockholders or directors of the company.

The Unipress distributors who have become stockholders of the company are: I. Brooks, B. M. S. Laundry Machinery Co., Cleveland, Ohio; Murray Cohen, Cummings-Landau Laundry Machinery Co., Brooklyn, N. Y.; John T. Davenport, Atlanta Distributing Co., Atlanta, Ga.; N. T. Engebretson and Paul Farrington, F & E Laundry and Dry Cleaning Co., Clarksville, Ind.; Albert Friedman, Talley Laundry Machinery Co., Greensboro, N. C.; W. B. Green, Atlanta Distributing Co.; Hugh G. Henderson, Hugh G. Henderson Co., Houston, Texas; D. W. Hughes, Hughes

Laundry Machinery Co., Dearborn, Mich.; Archie Israel, Talley Laundry Machinery Co.; A. J. Kwakernaak, The Unipress Co., Minneapolis, Minn.; Morris Landau, Cummings-Landau Laundry Machinery Co.; Ira C. Maxwell, The Unipress Co.; W. A. Pellerin, Pellerin Laundry Machinery Sales Co., New Orleans, La.; Ed. L. Thomas and J. Thomas, Ed. L. Thomas Co., Jacksonville, Fla.

The new directors are: Morris Landau, Hugh G. Henderson, D. W. Hughes, John T. Davenport, Willis A. Pellerin, A. J. Kwakernaak and Ira C. Maxwell.

The company also announces that it plans a speedup of new Unipress equipment now being developed, together with new layouts which will multiply the efficiency of operators, save floor space, and produce more top-quality work at lower cost.

### Geddes Joins Sanilite

THE appointment of Clyde C. Geddes as senior Sanilite engineer for Florida and southern Georgia has been announced by Emery Industries, Inc.

Few men are better known among drycleaners from coast



CLYDE C. GEDDES

to coast. Mr. Geddes, whose penchant for the science of cleaning processes goes back many years, has owned drycleaning plants in New England and Florida.

First a member of the NICD field staff, he had charge of field services during much of World War II, authoring many of the important bulletins of that period. Later he established NICD's Western branch in Glendale, Cal.

Mr. Geddes has written many treatises including articles which have appeared in drycleaning trade journals. In recent years he has served as an engineering and efficiency consultant to drycleaning plants in all parts of the United States.

### Old and New Manuals

AS part of its 75th anniversary celebration this year, R. R. Street & Co., Inc., recalls that one of its first "cleaning room manuals" was released 16 years ago this month.

This early release was one of the first to describe the various uses of the strong soap solution method of cleaning that was so popular back in 1935. In addition, it contained chapters on measuring soil removal; proper use of paste soap; directions for the "fresh soap to each batch" process (brand-new in 1935), and general suggestions for operation of washer. In its summary, the booklet contained a statement that is as true in 1951 as it was in 1935:

"The first and most important duty of any drycleaner is to be a D-R-Y cleaner, to practice only the methods that provide for complete removal of insoluble soil, and for complete elimination of shrinkage and odor."

Street's "1951 model" cleaning room manual, shown in the accompanying photograph, is generally recognized as one of the most complete and factual references available. Practically every public library in the country has a copy in its files, Street's states, and scores of drycleaning trade schools use the manual as a textbook.

Although the manual's cover features one of Street's products, only four pages are devoted to the uses of Anolite—Base for Making Filter Soap." The remaining 16 pages contain chapters on specific phases

of cleaning room technique, such as washer operation, filtration, distillation, use of adsorptive sweeteners, extracting, tumbling, operating time, ro-



tary pumps, tank and washer renovation, solvent analysis, prespotting, weighing, fabrics, and a unique soap and loading chart.

Requests for free copies of the manual may be addressed on a plant letterhead to R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6, Ill.

### Johns-Manville Promotions

AT a special meeting of the board of directors of Johns-Manville Corporation, New York City, Leslie M. Cassidy was elected chairman of the board and chief executive officer and Adrain R. Fisher was appointed president.

Mr. Cassidy succeeds to the post left vacant by the death on February 26, 1951, of Lewis H. Brown. Mr. Fisher succeeds Mr. Cassidy, who became president on the retirement of R. W. Len on January 31, 1951.

Mr. Cassidy was graduated from the Wharton School of Finance and Commerce in 1926 and in that year joined Johns-Manville as architectural representative in New Jersey. Advancing through various sales and executive positions, in 1946 he was appointed vice president for sales.

Mr. Fisher joined Johns-Man-



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**CLEAN PROFITS** are guaranteed. **SOLVINK** saves you money. Saves you time. Keeps your customers happy.

½ pint set—two solutions—\$2.25. Even more economical in pint, quart and gallon sizes.

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MONEY BACK GUARANTEE

or write Dept. 3-N for free sample.

## GREENVILLE CHEMICAL CO.

Greenville, S. C.

Mfrs. of **SOLVINK**—**Greenzyme**—**Tansol**—  
**Iodaze**—**Siz-in**

ville in 1923 as a department superintendent at the company's Waukegan plant. He has held executive positions in other plants and in 1937 was made Johns-Manville production manager. In 1945 he became a vice president, in 1946 vice president for production, and in January, 1951, was elected a director and appointed vice president in charge of all asbestos mining. He is a graduate of Rutgers University.

Clifford F. Rassweiler, vice president for research and development, who was elected vice chairman of the board and a director on January 31, 1951, continues in those duties and will continue to have full responsibility for organization and direction of the company's new planning board.

### New Fur Service

**T**HE formation of Samuel Grill, Inc., 412 Eighth Ave., New York, N. Y., has been announced by Samuel Grill. The business will include a fur buyer service for retailers, merchandising counsel and retail sales promotion. Associated with Mr. Grill is Victor Asselin, who will supervise customer relations.

### New Steam-Pak Combustion Chamber

**Y**ORK-SHIPLEY, INC., has announced its 1951 line of Steam-Pak packaged steam generators, featuring new combustion chamber design. In the new models the flame swirls in a circular faster motion through the entire chamber. This swirling action is said to speed the flow of gases through the boiler, increasing heat absorption. At the same time, York states, it forms a protective circle of preheated air around the flame, tucking in loose flames that otherwise

would tend to impinge and burn out the carborundum combustion chamber.

A factory-adjusted carborundum ring at the center of the combustion chamber regulates the length of the circulating flame by squeezing it and drawing excess air into the center. This flame action, it is claimed, produces complete combustion of all gases before they reach the bank of tubes. According to the company, the new design gives higher combustion efficiency with maximum heat

transfer and more efficient boiler output.

The new 1951 combustion chambers are installed in all Steam-Paks, sizes 15 to 250 hp., for low pressure, high pressure, steam or hot water, for burning low-cost heavy oils, gas or combination gas and oil.

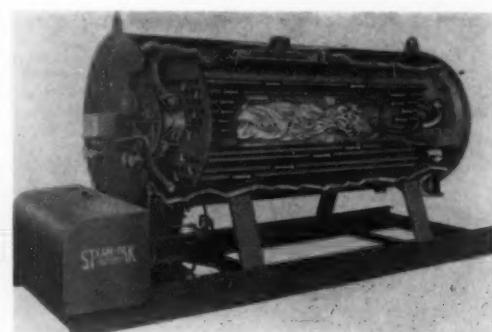
Complete information may be obtained by writing York-Shipley, Inc., 20 Jessop Place, York Pa.

### Sec Plans Promotion

**A** NEW and extensive consumer promotion program has been announced by Carl Blackman, sales manager of Sec-o-matic Corporation. Backed by national advertising in consumer magazines as well as point-of-sale merchandising, the program is built around the extra benefits and advantages that a Sec cleaner can demonstrate to a discriminating consumer, the announcement states.

According to Mr. Blackman, it is felt that this program can build a positive consumer demand for the local cleaner using the firm's equipment, over and above that created by individual store promotions.

Although complete details



will not be announced publicly until June, further information may be had through Sec representatives or by writing to Sec-o-matic Corporation, 56 La France Ave., Bloomfield, N. J.

#### New Clutch Coupling

**T**HE MERCURY CLUTCH DIVISION of Automatic Steel Products, Inc., Canton, Ohio, has brought out the Series "E" Mercury Clutch Coupling. This is a complete unit consisting of a Series "E" Mercury Clutch with provision for mounting a standard flexible coupling between it and the driven load. It is designed especially for installation on the shafts of integral horsepower electric motors up to 15 hp. rating.

According to the manufacturer, the new Mercury unit used in conjunction with a flexible coupling provides a satisfactory connection between the motor shaft and the driven shaft without the necessity of maintaining exact alignment.

Bulletin 113, available on request to the manufacturer, contains dimension and specification data on the new line, which is now available through Mercury distributors.

#### Automatic Upholstery Machine

**T**HE HILD FLOOR MACHINE COMPANY has announced a new All-Automatic Upholstery Shampoo Machine designed to substitute electric power for most of the "elbow grease" usually connected with this operation. Among its features a motor-driven applicator brush unit

Cleaning solution is fed by air pressure from the 5-gallon-capacity tank to the applicator brush. Constant air pressure of 8 to 11 pounds is automatically maintained by a microswitch which controls the piston-type compressor built into the lower section of the tank. The solution is "pre-sudsed" by air

splattering and prevent excess wetting of the fabric. Upholstery normally dries within three hours.

The Hild All-Automatic Upholstery Shampoo Machine is portable, weighing only 44 pounds complete. Twenty feet of hose is supplied as standard equipment, permitting the operator to clean fabrics with the machine well out of the way. All fittings that come in contact with the cleaning solution, as well as the tank itself, are made of corrosion-resistant metal and the brush is filled with nylon bristles.

For further information write Hild Floor Machine Company, 740 W. Washington Blvd., Chicago 6, Ill.

APPLYING SHAMPOO solution with motor-driven applicator brush unit attached to Hild All-Automatic Upholstery Shampoo Machine (left). Hild Portable Vacuum (right) is used to vacuum upholstery before and after applying shampoo solution



weighing only 5½ pounds, and therefore easy to use on vertical as well as on horizontal surfaces. The brush unit contains simple finger controls for electric current and flow of cleaning solution.

pressure, and reaches the brush partially lathered rather than in liquid form. Lathering is completed by the rotary brush action. Shampooing with "dry" suds is said to promote more thorough cleansing, minimize

#### Drew Appoints Soalco

**C**HEMICAL SPECIALTIES DIVISION, E. F. Drew & Co., Inc., New York City, has announced the appointment of Soalco Products Company, 629 Grove St., Jersey City, N. J., as distributor of its concentrated drycleaning detergent, Drisyn.

The Soalco organization will distribute Drisyn in northern New Jersey and Metropolitan New York. Factory representatives will work with the Soalco

## Reduce your garment replacement costs with TOUGH CLEANSERTAG TAGS

*Tough! — that's the word that best describes Cleansertag. Wet or dry it's extra strong. It won't shred or fall apart even in your strongest solutions — won't lose markings. And — best of all — it's less expensive than cloth.*

*So insist on Cleansertag for your marking tags. It's the way to prevent mix-ups that cause costly replacements.*

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sales organization in introducing Drisyn to the drycleaning trade in that area.

#### Gross Appoints Klopfer

THE appointment of Edward L. Klopfer as sales engineer has been announced by Edward B. Gross, president of Gross Machinery Company, Inc., Buffalo, N. Y.



EDWARD L. KLOPFER

Mr. Klopfer, a graduate in metallurgical engineering of Lehigh University and a Navy veteran of World War II, was

previously with the Morrison Railway Supply Corp. of Buffalo as engineer from 1947 to 1950, with the Buffalo Designing Service as engineer and designer, and with Morrison Steel Products, Inc., in the Quality Control Department.

#### Parker Expands Facilities

ACCORDING to Sid E. Danenhauer, vice president and general manager of Sid E. Parker Boiler Mfg. Co., many changes are being made in the plant to keep pace with the unprecedented volume of business, which in 1950 was the largest in the company's history. Due to the critical shortage of steel a new type of transite cabinet has been designed and thoroughly tested so that it can be used if the steel supply becomes more acute.

Shop personnel has been increased 20 percent and the sheet metal shop has been completely remodeled. New brakes, power shear, punch press and other equipment have been added to keep up with the heavy production schedule, Mr. Danenhauer stated. New air-driven fitting tools have also been installed to increase assembly efficiency.

#### Grout Back in Marines

JOHN E. GROUT, a member of the sales staff of Eaton Chemical and Dyestuff Company, Detroit, Mich., for the past three years, has been called



JOHN E. GROUT

back to duty in the Marine Corps. He holds a reserve commission as first lieutenant. Lieut. Grout has been calling upon laundries and drycleaning plants throughout Michigan since last summer; previously he traveled for the company in the South.

In World War II Lieut. Grout attended the Officers Training School at Quantico, Va., where he received his first commission as second lieutenant on August 15, 1945. After his relief from active duty he returned to Yale University, from which he was graduated in June 1947. In the fall of 1947 he took the three months' course at the National Institute of Cleaning and Dyeing, and then entered the employment of Eaton Chemical and Dyestuff Company.

Donald F. Simmons has been engaged to take over Lieut. Grout's Michigan territory.

#### New Manitowoc Home

SAM HYMAN, president of Manitowoc Cotton Goods Mfg. Company, has announced the acquisition of a new two-story building, located at 909 York St., Manitowoc, Wis.

The new larger quarters, Mr. Hyman stated, will provide increased production facilities for the entire Samsonite line, including extractor covers, press pads, tumbler pads and filter bags.

### Heavy-Duty Detergent

A NEW type of heavy-duty detergent for cleaning greasy soil classifications or badly stained work has been developed by E. F. Drew & Co., Inc. Described as a concentrated, supersaturated liquid, Druzel has a wide range of uses in laundering overalls, wiping cloths, kitchen rugs, butcher aprons, stained diapers, printers' ink rags, working clothes, etc. It is soluble in water, kerosene, Xylol, or pine oil in all proportions and can be used with alkali or special built soaps in the first hot operations. It is also said to be excellent for cleaning oily or greasy floors and for removing old wax from floors.

Druzel forms a highly stable emulsion, Drew states, and makes a superior emulsifying agent in pine-oil disinfectants, kerosene sprays, etc., and eliminates the need of using pine oil in tough washing operations. In most cases, it is claimed, it will replace soap completely.

According to the manufacturer, Druzel does not produce a suds yet does such a fast and thorough job in the early part of the formula that it makes it possible to use shorter formulas,

in most cases. It is also said to prevent redeposition of soil, and to be a fast and complete metal cleaner in water or kerosene solution, sprays, tanks or machine washing. The Drew company further states that test pieces, white and colored, saturated with 600 W oil, are immaculately cleaned with Druzel.

The new product is available for immediate delivery. For additional information and formulas, write to E. F. Drew & Co., Inc., 15 E. 26th St., New York 10, N. Y.

### Sec Case Histories

DETAILED operational facts about the new '52 Sec, compiled under actual working conditions in the field, will soon be released, it was announced by Carl Blackman, sales manager of Sec-o-matic Corporation.

The company, after years of development and design, released a number of their new automatic synthetic drycleaning units last September. Since that time all operating conditions have been charted in detail with the cooperation of the individual drycleaners. The published data will include actual

case-history studies of cost, volume, profits and quality under varied working conditions.



Complete details about the '52 Sec will be sent on request to Sec-o-matic Corporation, 55 La France Ave., Bloomfield, N. J.

### Fur Storage Buttons

RELIABLE MACHINE WORKS, INC., Brooklyn, N. Y., has introduced lapel buttons designed to promote fur storage. The buttons, which are  $\frac{3}{4}$  inches in diameter, are lettered "It's Fur Storage Time" in blue on white, and are intended to be worn by routemen, salesgirls or other plant employees who came in contact with customers.

### Quaker Buys Curtain Driers

THE QUAKER STRETCHER CO. has announced that it has taken over the National Dryer Manufacturing Co. of Oconomowoc, Wis. The company will be known as the National Dryer Division of the Quaker Stretcher Co., 2500 60th St., Kenosha, Wis.

National Dryer has featured, during the past 13 years, a high-production curtain drier and stretcher with a built-in, patented air-circulating system, to speed the drying of two curtains which are in the drier at the same time while a third curtain is being mounted. The air-circulating system is designed to prevent the possibility of burning or scorching a curtain. Actually, the unit, which may be operated by one or more persons, is said to dry a curtain in less than two minutes.

Along with the mass-production unit, a single overhead unit which hangs from the ceiling is often used for large drapery, tablecloths and blankets. The overhead, it is stated, has been found to be a great help in maintaining production with all types of curtain drier equipment, as it permits the very large unmanageable panels to

Send garments for dyeing to



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**DYE HOUSE**

4412-24 WENTWORTH AVE., CHICAGO 9, ILL.

Leon Teichner, President

Continuously in Business since 1919



THE DYEING NAME OF UNDYING FAME

be dried in an out-of-the-way place.

In addition, the company will continue manufacturing the clothes tumblers and other drying equipment which has been featured in the past.

Because the National Dryer Manufacturing Company had developed its products to fill specific needs, production was restricted and the demand for the high-production curtain drier outgrew the existing manufacturing facilities. The company then sold its patents and business to Quaker Stretch-er Company, which has ample floor space and manufacturing facilities to meet the demands of this growing business.

#### Humidity Control Chart

**A**DCO, INC., has announced the introduction to the dry-cleaning industry of the Humidity Controlled Cleaning Method. The company has worked out a chart which indicates to the cleaner just exactly the amount of soap and water which should be used when the relative humidity is at a certain percentage.

With this chart, Adco furnishes a hygrometer which gives

the humidity reading. In this way the operator knows exactly what the humidity is, and then only has to glance at the chart



ACTUAL CHART comes in large size with easily legible lettering

to determine just how much moisture should be used at that percentage of humidity.

Adco states that it has attempted to eliminate guesswork in cleaning as far as moisture is concerned. Its laboratory has attempted to develop exact balance in the use of moisture. It is believed that this situation is taken care of in the Humidity Controlled Cleaning Method.

Further information may be obtained by writing to Adco, Inc., Sedalia, Mo., or from any Adco representative.

#### Hopkins Scrub Machine

**A** NEW garment-scrubbing machine designed to eliminate one of the most laborious



cleaning operations has been introduced by Hopkins Equipment Company.

According to the manufacturer, the Scrub-O-Matic makes it possible to scrub automati-

cally 85-100 trousers or other garments per hour instead of the 20-25 possible with ordinary hand scrubbing. It is claimed that the quality of the work is improved because the Scrub-O-Matic does a thorough job. Hopkins points out that one of the important advantages is a sizable saving in direct labor costs.

The Scrub-O-Matic can be used either on the wet or the dry side. Garments are simply dipped in the solution, passed through the rotating brushes, and rinsed. Scrub-O-Matics were plant-tested for three years, Hopkins states, before being introduced to the market.

Specifications and other details may be had by writing to Hopkins Equipment Company, Hatfield, Pa.

#### Eclipse Appointments

**D**ONALD A. CAMPBELL has become associated with Eclipse Fuel Engineering Company, Rockford, Ill., as vice president in charge of engineering and research, according to an announcement by J. H. Sands, executive vice president. A graduate of Colorado Engineering School and a

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Today, more than ever, rugged, dependable construction means more profits in the long run. MILNOR all stainless-steel washers are built to last and last . . . to give you more profits thru economy of operation, speed, safety and permanent quality. RUGGED MILNOR PRODUCTS are available in semi or fully automatic models. Write for detailed illustrated catalog.

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**SONOMOR**  
STRAIGHT STEEL PINS

**TOPS in QUALITY**

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WIRE GARMENT HANGERS

**TOPS in ECONOMY**

More and more laundries and dry-cleaners are standardizing on Prym SONOMOR pins and hangers. More and more bulk users are coming to appreciate Prym's dependable quality, service and economy. Prym pioneered pins made of steel, and Prym enameled quality garment hangers are unsurpassed. Insist on Prym's SONOMOR QUALITY. For Brass Pins of QUALITY . . . Prym's Aristocrat.

**William PRYM INC.**  
DAYVILLE, CONNECTICUT



When you use YellowGo you are assured the best in strippers. It does the job quickly and thoroughly. Yes, it often does the impossible jobs. That is why so many dry cleaners and laundrymen use YellowGo for all dye stripping jobs. They know that if the job can be done, YellowGo will do it for them.

No, YellowGo isn't perfect, but it is a good product and definitely will save you claims.

**A. L. WILSON CHEMICAL CO.**  
38 PASSAIC AVE., KEARNY, N. J.

World War I veteran, Mr. Campbell has been associated with Affiliated Gas Equipment, H. L. Doherty & Co. and Wheelco Instrument Company. From 1929 through 1939 he was with Eclipse as a gas combustion engineer.

The Eclipse organization has also announced the appointment of Charles F. Bishop, 4347 Maple Ave., Dallas, Texas, as McKee-Eclipse representative for Oklahoma and northern Texas.

#### Riverside Adds New Texsol

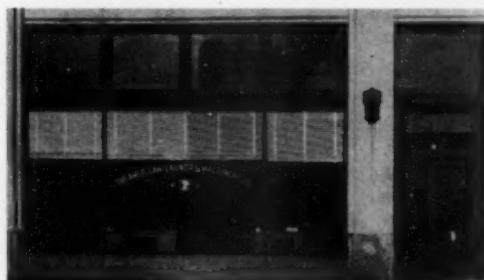
J. R. GADD, president of Riverside Manufacturing Company, St. Louis, Mo., has announced the addition to the Riverside line of New Texsol, a drycleaning detergent. The new product, Mr. Gadd claims, has all the advantages of Riverside's Soltex plus the added advantages of light color, uniformity, almost instant emulsification with water. It is also said to be removable from solvent with purifying powder.

Mr. Gadd adds that New Texsol has been tested and proven practicable in plant practice. It is available in quantities of 15 gallons or more.

#### New Philadelphia Quarters for American

In order to better serve dry-cleaners, laundries, institutions and rug cleaners in the area, the Philadelphia office of

C. E. Hamilton, Jr., is manager of American's Philadelphia office. Other sales representatives comprising the Philadel-



The American Laundry Machinery Company has moved into new and larger quarters at 239 Fairfield Ave., Upper Darby, Pa.

phia office staff are R. S. Shaffer, P. E. Krehnbrink and R. E. Lester. Carl Dilks is in charge of the field engineers for the Philadelphia territory.

#### Flow-Regulating Valve

THE Reynolds Shaffer Co. has announced its new Reynolds Flow-Regulating Valve R-V #1 and R-V #2. The new valve is a stopcock

for use where an exact setting of the regulated flow of water or other liquids is required. It can be used as a flow-regulating valve for jet pumps and spray

pumps or as a by-pass valve on boiler feed lines.

The manufacturer claims that the valve will not leak externally and that exceptionally close fitting permits only the slightest internal weeping. In spite of this extremely close fit, it is stated, the plug turns easily for accurate manual adjustment and no tools are needed.

A bulletin giving complete information and specifications will be sent upon request to the Reynolds-Shaffer Company, Dept. U-7, 12100 Cloverdale Ave., Detroit 4, Mich.

#### Eaton Sales Clinic

THE annual sales clinic of Eaton Chemical and Dye-stuff Company, of Detroit, Windsor and Toronto, was held in Detroit February 14-17. Richard C. Hedke, executive vice president, was general chairman of the clinic; Raymond F. McDonald, vice president, was chairman of the meetings of the drycleaning and laundry sales staff. Gerald T. McCray, vice president, was chairman of the meetings of the industrial chemical sales staff, and Berrien Eaton, president, was chairman of the special meeting for the

**BERLOU  
MOTHPROOFING  
OFFERS YOU MORE  
PROFIT THAN  
ANY OTHER  
SERVICE YOU HAVE**



## ARE YOU SATISFIED WITH YOUR PRESENT INCOME?

If you're not, investigate the Berlou "Profit-Builder" Plan that last year added \$1,000 to \$5,000 EXTRA NET PROFIT to over 10,000 United States and Canadian firms.

Yes, Berlou's "Profit-Builder" Plan can help you build up your service business and boost your over-all profits, because people appreciate a Berlou 5-year guaranteed mothproofing job. And you'll like Berlou's liberal cooperative advertising plan, national advertising campaigns, and free sales aids because they bring new customers and help hold old ones.

Make life easier and more profitable for yourself—send for your free copy of Berlou's "Profit-Builder" Plan TODAY!

### BERLOU MANUFACTURING COMPANY

35 Blaine Avenue  
Marion, Ohio

#### MAIL THIS COUPON NOW.....

Berlou Manufacturing Company  
35 Blaine Avenue  
Marion, Ohio

Gentlemen: Of course I want to make more money. Send me Berlou's "Profit-Builder" Plan.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Canadian sales representatives.

The meetings were addressed by the above officers and by credit manager Loyal B. Boulton, chief chemist Howard Venenko, Toronto branch manager H. Kenneth Robinson, and Windsor branch manager Howard G. Oster.

On February 16 a dinner was held for all the salesmen and all members of the "1838 Club," which includes all employees who have been with the company five years or more. Presentations of service certificates were made at the dinner to Charlotte Tessens for 40 years of service; Ida M. Vereshave for 20 years; Helene Thom for 10 years; Lewis B. Smith for 15 years, and Marshall E. Taylor for 30 years. The 52 members of the "1838 Club" account for a total of 962 years of service or an average of 18½ years each. Seventeen members have served the company over 25 years. Among the dinner guests was Rufus W. Clark, former chairman of the board, whose service record tops the list with 48 years.

Clayton L. Elliott, treasurer, served as toastmaster at

the dinner. A grandson and two great-grandsons of Theodore H. Eaton, founder of the company, were present. The company, founded in 1838, is the oldest industrial firm in Michigan.

#### New Sizing Product

A NEW product called Dyco-Size has been introduced by The Davies-Young Soap Company, Dayton 1, Ohio. It is a dry sizing material for sizing garments in either petroleum or synthetic solvent. Dyco-Size was produced, the company states, especially for treating those fabrics which it is not practical to submit to moisture effects in wetcleaning or moisture re-sizing.

According to Davies-Young, the new sizing material goes into immediate solution with solvent; is odorless, will not spot or discolor, and is ready for use immediately on mixing with solvent.

A copy of a folder giving complete details of Dyco-Size will be sent by The Davies-Young Soap Company upon request.

#### Book-Match Survey

CAN you remember, without looking, the advertising on the book-match cover you're carrying?

The question was put to 3,655 men and women in the course of a recent survey by a research organization, sponsored by a group of book-match manufacturers. The survey found that 72.6 percent of those questioned carried book matches; 36.6 percent correctly recalled the advertising.

To check results, the survey was carried out in two groups of 2,500 interviews each. Sixteen different but comparable cities were included in each survey, both including New York City. Apparently no small towns were included, as the smallest city listed was Little Rock, with a population of 101,387. #

#### New Fabrics

AMONG new fibers recently reported in textile journals is "Ramaton," produced from ramie in natural form by Ramie Products Corp. and San-Knit-Ary Textile Mills, Pittsburgh. It is claimed that ramaton is stronger in yarn form than cotton, silk, or any synthetics now in use.

Another fabric made of glass "wool" and miscellaneous waste fibers has been developed by an Austrian firm, Buechele & Kovacs A.C. Known as "Plastylon," the new fabric is used in wool and cotton combinations for upholstery fabrics. It is claimed that it has a tensile strength near that of nylon, with good elasticity and heat- and moisture-resistance. #

#### Nylon Fire Retardant

THE DU PONT COMPANY has announced a new fire retardant for nylon fabrics which require high standards of fire resistance. According to the company, a clean nylon fabric is considered fire-resistant, but its flammability may be increased by blending with

certain fibers, applying certain sizing materials or use of metallized dyes.

The new fire retardant in tests resisted three launderings in a Launder-Ometer and had little effect on the fabric except for stiffening some taffetas. Another advantage claimed for the product, which is applied in manufacture, is that it can be effectively combined with a waterproofing treatment. # #

### Durable Fire Retardant

**A** NEW fire-retardant resin finish for fabrics, developed by the Textile Resin Department, American Cyanamid Co., is said to be durable through 25 or more dry or wetcleanings, through 10 home launderings with neutral soap, but not in commercial laundering. Known as "Pyroset," the finish is made in three formulas for different types of fabric. It is said to have little effect upon the feel of a fabric and to produce little if any loss in tensile strength. # #

### "Mystery Ads" Build Routes

**M**YSTERY ADVERTISEMENTS which appear in the "Personals" column of the classified want-ad section have proven a highly impressive yet inexpensive means of obtaining new route customers for Gigantic Cleaners of Denver, Colorado.

Each day an ad, aimed at a specific person, offers free drycleaning of a suit or dress in return for a telephone call. A typical ad states, "Mrs. O. Beam, 821 Garfield Street, can have a man's suit or lady's plain dress cleaned and orlinized free. Call Mr. Richards, Main 6101."

The ads, which have caused so much attention that a huge percentage of Denver's housewives eagerly scan the personals section daily, were developed by Leonard Orlin, executive of Gigantic Cleaners, as a follow-up to route solicitation. The name used in each ad is always that of a person who has actually been solicited by a routeman during the previous two or three days, and thus it carries much more impact.

When the ads run, Mr. Orlin does not leave it to the prospect herself or telephone calls from her friends to notify her. Instead, the lucky housewife whose name has been run in the current day's ad receives an "anony-



"The marking tag on your dress bore the lucky number that won this lovely parrot."

## These Newhouse "ALL-IN-ONE" PRODUCTS Speed Up Plant Production

### STANDARD

#### STEAM HOSE For Steam Irons and Spotting Guns

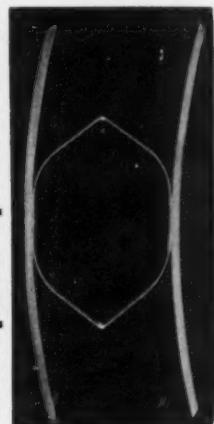
3/16"	3-Ply, Black	24¢ ft.
3/16"	3-Ply, Red	25¢ ft.
1/4"	3-Ply, Black	30¢ ft.

#### WATER SPRAY GUN HOSE

3/16"	Naprene, Nylon car-
Red	ered, Red

Less than 30 ft.  
add 2¢ per ft.

**DON'T GET  
CAUGHT SHORT  
ORDER TODAY**



2-8 Sleeve Holder, Pcs. .... \$6.00  
23" 10-, 11" Expansion, ideal for coat machines, adjust forms, etc.

Adjustable Garment Holder 4-ft.  
beaded chain for use on ironing  
boards, spotting boards, and spelling  
machines ..... \$3.25

If your jobber cannot supply  
you, write us direct



Deluxe Press Clamp  
Only \$5.95



Secures garment  
to huck by simple  
wrist action — no  
wrinkling — no screws  
or bolts to snag sponge pad.



Deluxe Steam Spotting Gun, complete with Jet Tip  
and  $\frac{1}{4}$ " center hole brush ..... \$7.45  
 $1\frac{1}{2}$ " Replacement Brush,  $\frac{1}{4}$ " center hole ..... \$1.70  
 $1\frac{1}{2}$ " Replacement Brush,  $\frac{1}{4}$ " center hole ..... \$1.50  
Standard Spotting Gun with plastic handle,  
stainless steel tube, removable brush and inter-  
changeable nozzle ..... \$6.45



**NEWHOUSE COMPANY** 1247 East Colorado Boulevard, Glendale 5, California

## RECLAIM \* your SOLVENTS



with HOYT'S  
**SOLVO-MISER**

\*The Solvo-Miser reclaims between  
90 and 95% of your solvent.

It pays for itself in less than a year.  
Production is doubled, even tripled, when used  
with a closed type synthetic cleaning machine.  
Increases capacity.  
Complete expulsion of fumes through efficient  
deodorizing system.

Model A—capacity 20 lbs. dry wght..... \$1095  
Model B—capacity 30 lbs. dry wght..... \$1195  
Model C—recommended capacity 35 lbs. dry wght. \$1295

**HOYT MFG. CORP.**

Fall River, Mass.

Gentlemen: We are interested in—Complete literature  
A representative

Firm .....  
Address .....  
City .....  
Name .....

mous" telephone call that evening from a pleasant-voiced Gigantic representative, who merely states, "There is a notice for you in the personal section of tonight's newspaper." Naturally, any housewife thus telephoned makes a beeline for the newspaper, insuring that every ad reaches its target.

The ads have developed many advantages, according to Mr. Orlin, who has noticed an encouraging increase in both drycleaning and laundry volume. First, the company gets a lot of attention through the "surprise value" of the ad program. Second, it gives the firm a chance to explain its "orlinizing" process of dry-sizing all garments in the wheel, which is being widely advertised in Denver. Finally, a large percentage of those who are offered a free service through the "personals" are becoming regular customers.

"It is something of a 1-2-3 punch," Mr. Orlin said. "First, there is the doorstep call by the routeman, so-licititing new business and explaining the advantages of dealing with our firm. Second, there is the ad itself, which invariably attracts the attention of from 20 to 30 people who know the housewife mentioned. Third, the anonymous telephone call serves to wrap up the offer, with the result that when next the routeman calls he is almost invariably met with a cordial reception and instructions to call at a specific time each week." # #

### How To Move Old Orders

**A**BE KAYE of Swift Cleaners in Boston got awfully tired of a lot of old uncalled-for orders cluttering up his storage racks. He sent out cards and letters, but still too much of the stuff was hanging around. Finally, late this fall he made a list of the names and addresses of 100 people who had failed to claim garments left in 1948 and 1949. He posted the list in his front window under a large sign: "Is your name here? If so . . . please inquire within."

Deliberately the announcement offered no hint as to what the people were to inquire about. The pedestrians stopped in bunches. Who could resist? In the first three



APPEAL TO CURIOSITY never fails

days after the list was posted the plant delivered 15 orders which it had never been able to unload before.

Of course, the customers may have been a little disappointed. Most of them probably hoped they had won some kind of contest. Actually the listed individuals did get a prize of sorts—even though it might have been only an outmoded skirt or a forgotten pair of painting pants. # #

### Dramatic Driver Contest

PROVIDING variety to drivers' or route salesmen's contests is what makes sales managers gray. Joe Buck at Bill Cundiff's Model Services in Harrisburg, Pennsylvania, has prepared a very effective one by stringing a strand of wire for each route across the long end of the office. He then cut out silhouettes of trucks about the size of a man's hand and painted them to resemble Model's own fleet, numbering each truck



to correspond to the respective driver. Each truck is suspended from its special wire by a pair of metal "eyes."

Mr. Buck believes in the compound type of contest. He not only gives prizes for the largest volume gained in comparison to the previous year, but also has points for all kinds of minor achievements such as the most storage, the most new customers, the most of various special items and, in particular, points for the most "kick-heads" (out-of-season work held out for cleaning during slow periods).

The "jackpot" on the far wall, amounting to \$144.50, is a special incentive to prod the laggards on the left side of the wall. # #

### Cleaning-Store Rendezvous

"MEET Your Friends Here" was the ad copy used by M. H. Trent when he remodeled the downtown store of his Boulder (Colorado) Cleaning & Dye Works. The idea took hold immediately, and downtown shoppers began to come to the store and wait for friends.

The store is furnished with leather chairs, two davenport, magazine stands and ashtrays, a rug over a new hardwood floor border. For customers' convenience there is an outside telephone, a combination clock and radio, and a writing desk with note paper.

The store soon became the popular downtown meeting place—and cleaning volume began to climb. Nothing spectacular, according to Mr. Trent, but Boulder residents are showing their appreciation with their business. # #



M. H. TRENT, OWNER for 26 years of Boulder Cleaning & Dye Works, in corner of store fixed up as meeting place for townspeople

**begins where  
others  
leave  
off . . .**



Drycleaners are now capitalizing on GARD, the amazing product that actually FLAME AND MOTH PROOFs in one easy spraying operation. GARD'S 2 year guarantee against Flame Damage plus 5 years protection against Moth damage offers tremendous sales and advertising appeal. GARD costs no more than ordinary moth sprays—yet offers protection against our two greatest hazards—FIRE and MOTH!

GARD'S free merchandising program is tailored to DOUBLE YOUR NET PROFITS. Use the coupon NOW for free information about a GARD franchise in your locality. Remember—GARD is sold only to Drycleaners, Hotels, and other institutions. Fill out and mail the coupon TODAY!

### U. S. Chemical Products Co.

P. O. Box 147

Upper Sandusky, Ohio

Jobber inquiries invited.

----- MAIL THIS COUPON NOW -----

U. S. CHEMICAL PRODUCTS CO.  
P. O. BOX 147  
UPPER SANDUSKY, O.

Gentlemen:

Of course I want to know more about GARD and how I may obtain your Service Dealer Franchise in my area.

FIRM \_\_\_\_\_

SIGNED \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

## Mount it right into the receiving tank



**The NEW  
McDONNELL No. 21  
Make-up Water Feeder**

This water feeder is especially designed for admitting required make-up water to receivers. It is made with three types of mounting flanges which fit existing openings in most tanks. Water is fed directly into tank as shown. Feeder is generously built for heavy-duty service. Stainless steel valve seats drip-tight against pressures up to 150 psi. Ask for capacity curves and service recommendations.

**McDONNELL & MILLER, INC.** 3500 N. Spaulding Ave.  
Chicago 18, Ill.  
*Doing One Thing Well*

**With Everything Going Up!**

**KEEP  
COSTS  
DOWN**



... Use High Quality  
Reasonably Priced

**SOL-CLAR & SOLAD**

Filter & Clarifying Powder - Dry Cleaning Soap

They Really Get Clothes Clean!



Get  
from Your Jobber  
or Write

**MURPHY  
SALES CO.**

P.O. Box 324, 3rd. A. Atlanta, Ga.



## SIGNS OF THE TIMES

(Continued from page 20)

**Home Cleaning Hazards Publicized:** An article in a recent issue of the *Saskatchewan Farmer* describes in full detail not only the fire and explosion hazards of various solvents used in home drycleaning, but the dangers to health. The article doesn't directly advise the farmers' wives of Saskatchewan not to do home drycleaning, but the listing of all the dangers, precautions and first-aid measures is sufficiently gruesome to make them stop and think twice.

# #

**Local Group Sponsors Story:** The Greenfield, Massachusetts, *Recorder-Gazette* is running a series of articles on drycleaning, sponsored by the Franklin County Dry Cleaners Association. The first in the series gave the history of the industry from early beginnings to its present scientific status, with emphasis on the research work of the National Institute.

# #



**IDENTIFICATION FILE** of drycleaning and laundry marks of Arkansas plants at state police headquarters, Little Rock. Capt. J. Earl Scroggin (left), chief of Identification Bureau, says file will aid in identification of dead persons, stolen clothing, and in some cases criminals. File was suggested by John W. Sallis (right), executive secretary of Arkansas Cleaners and Dyers Association.

# #

**Editorial Change:** Stanley J. Byron, for about ten years editor of the *Dry Cleaning and Dyeing Journal*, our British contemporary, has announced his resignation. He plans to devote full time to public relations. He is succeeded by the associate editor, P. E. Wooley.

# #

**Educational Clinic in Providence:** Retailers and high-school home economics supervisors joined drycleaners and launderers at a recent fabrics meeting at Providence, Rhode Island. The gathering was sponsored by the state's cleaning and laundry associations, the Retail Trade Board of the Providence Chamber of Commerce and the local Better Business Bureau. George H. Johnson of the American Institute of Laundering was the principal speaker, with officials of the business groups taking part in a panel discussion. The

parts that must be played by drycleaners and laundries, retailers, manufacturers, and the housewives themselves to get better fabric service were discussed at the meeting.

# #

**Magazine Features Chicago Cleaner:** Carl Stockholm, the Chicago drycleaner who earned the money to start his business as a six-day bicycle racer, is the subject of an article in the January issue of *International Trail*, a publication of the International Harvester Company. The two-page article, attractively illustrated, describes how Mr. Stockholm took up bicycling to ease an injury incurred in World War I, became unexpectedly successful as a professional, and so was able to start a small business which has grown to one of Chicago's largest and most modern cleaning firms.

# #

**Industry Survey in New York:** The results of a survey of wages and hours in the cleaning and dyeing industry in 1950 have just been published by the Department of Labor of the State of New York. With a minimum wage fixed by law at 57½ cents an hour, average wages in February of 1950 were 98 cents an hour, with workers in New York City averaging \$1.01 and those upstate 94 cents. The average for women workers was 81 cents.

# #

**Cooperative Buying:** In an effort to keep prices as low as possible, drycleaners of Colton, California, and the surrounding area have worked out a plan to buy hangers and other supplies cooperatively.

#### N. I. C. D. NEWS

(Continued from page 74)

**Modern Miss**, a quarterly magazine for home economists, carried in its Spring 1951 issue an interesting article on drycleaning, based on material furnished by NICD's publicity and consumer relations department.

The February 1951 issue of *The Journal of Home Economics*, published by the American Home Economics Association, carried an educational and factual report on "The Challenge of Textile Problems." The article, written by Dr. Lyle, gives charts and tables showing types of damage and fabrics failures of interest to home economists as well as drycleaners.

# #

**Twelfth Management Class:** Twenty-two students of the NICD's twelfth management course were graduated on January 26, 1951. John P. Gray, director of education, presented diplomas to:

Alfred Beauchemin, Wareham, Mass.; Walter A. Boone, Elizabethtown, Ky.; Michael Capone, Northvile, N. J.; Frank Crockett, Jr., Cleveland, Ohio; Frances Dillon, Lowell, Mass.; John J. Doherty, Torrington, Conn.; David Godown, Lancaster, Ohio; John L. Gordon, Auburn, Cal.; Roland A. Ham, New London, Conn.; James Calvert Harless, Jr., Mamaroneck, N. Y.; Martin Hirshkowitz, New York, N. Y.; Mrs. Hazel Kellar, Brazil, Ind.; Laurier P. Malo, Auburn, Me.; Wallace W. Masteller, Sidney, Ohio; Bernard C. McAllister, Auburn, Me.; R. Doyle McSpadden, Wilmington, Del.; Clem L. Overton, Parkersburg, W. Va.; Elliot R. Parker, Silver Spring, Md.; Edgar Perry,

EFFICIENT STEAM WITH ELECTRICITY

Coates Economy BOILER

ASME Code. National Board Inspected. U. L. Approved.

Harnessing electric power for your boiler operation is the most efficient and cleanest type of heat available. Coates Economy Electric Boilers provide steam when you want it and at a reasonable cost. Because of its automatic control you eliminate wasted power and steam. There's no heat loss through the insulated walls of the boiler... transfers all heat generated by the current direct to the water in the boiler.

Coates Economy Electric Boilers offer you Sanitary, Safe, Efficient and Reliable heat for any purpose where high, medium or low pressure steam is needed, and is underwriters approved.

BOOSTER HEATER

ASME Code U. L. Approved.

Keeping those dishes clean and sanitary with 180 degree F. hot water is done automatically with the Coates Electric Hot Water Booster... made to fit any type of dishwasher. Tested at 125 lbs. per square inch, built to conform to A.S.M.E. code. This booster is designed and constructed to fit beneath the sink, supported by the plumbing, free from the floor for the most effective sanitary purposes. Write today for further particulars...

COATES ELECTRIC MANUFACTURING CO.  
Dept. NC-4, 3810 First Avenue South  
Seattle 4, Washington

IF IT'S DONE ELECTRICALLY, IT'S RIGHT.

Coates Electric MFG. CO.

RINSE WATER HEATER      UNIT AIR HEATER      CONDENSATE RETURN SYSTEM

**REDUCE!**  
YOUR STEAM COSTS!

WITH A *Dutton* "PACKAGED"

## STEAM GENERATOR

- LONG LIFE • LOW OPERATING AND MAINTENANCE COST
- MAXIMUM EFFICIENCY • SAFETY



### Dutton ECONOMIST

A highly efficient horizontal return tube type, assembled in portable casing and ready for firing on arrival. Dutton improved shell design and double size full length, high bricked firebox, give faster steaming and longer operating coverage with less fuel consumption. Burns oil, gas or coal with high efficiency — easily converted from one fuel to another. Available as a package unit with firing equipment, controls and mechanical draft with short stack.

Write for catalog NC451 on "Packaged" STEAM GENERATORS.



### Dutton EconoTHERM

Completely self-contained, automatically operated, 3-pass modified Scotch Internal Furnace type which gives twice the power in half the usual space. Features such as the Dutton Off-Center Firing and Return Convector assure faster steam and more steam with less fuel consumption and greater safety. Burns gas or oil.

Let us help select the best type for you.

**Dutton BOILER DIVISION**  
HAPMAN-DUTTON COMPANY • KALAMAZOO, MICH.  
Boiler Makers Since 1880

### TIME SAVERS' "HI-SPEED" RAIL FITTINGS

**COST AS LOW  
AS 77¢ per ft.**



#### TIME-SAVERS

83-99 Walnut St., Montclair, N. J.

GENTLEMEN: Please send without obligation your FREE booklet on TIME-SAVERS HI-SPEED RAIL FITTINGS

NAME \_\_\_\_\_

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

NAME OF JOBSER \_\_\_\_\_



**TIME \$AVERS**

83-99 Walnut St. • Montclair, N. J.

The most Practical and Economical Conveyor System for transporting garments within your plant

Marked Tree, Ark.; Bill Powel, Portland, Ore.; Harry Segal, Long Island, N. Y., and Reavis B. Stacey, Chapel Hill, Tenn.

Prizes for the best team on master salesmanship and supervisory technique were awarded to John J. Doherty, Gates and Company, Torrington, Conn., and



TWELFTH MANAGEMENT COURSE graduates 22 students



FIRST TWO COEDS IN NICD management course were enrolled in twelfth class. Frances Dillon (left), graduate of 24th general course, owns Dillon Bonded Cleaners, Lowell, Mass., and Mrs. Hazel Kellar, graduate of 71st general course, is owner of Modern Cleaners, Brazil, Ind.

James Calvert Harless, Jr., Happiness Laundry Service, Mamaroneck, N. Y. N. J. Berg spoke to the graduating students.

Future classes will be held on the following consecutive schedule: July 9, August 6, October 1, October 29.

**Tenth Silk Finishing Class:** On January 19 the tenth silk finishing class at NICD completed its two weeks of attending practical work classes, lectures and demonstrations. At graduation exercises in the school library the following received certificates:

Betty Bradley, Parkersburg, W. Va.; Francis C. Clunk, Lisbon, Ohio; David Colosimo, Gary, Ind.; Guy W. Forry, Lebanon, Pa.; Milton Freeman, Wakefield,



TENTH SILK FINISHING CLASS completes two intensive weeks

Mass.; John D. Isenhour, Lebanon, Ind.; Clair G. Lenfest, Columbus, Ohio; Margaret G. Loflin, Charlotte, N. C.; Edward L. Schacter, Brooklyn, N. Y.; Carl F. Smith, New Kensington, Pa.; Harold J. Smith, Williamsport, Pa.; Arthur L. Smock, Sharon, Pa., and Stanley T. Young, Alexandria, Va.

Future silk finishing classes scheduled during 1951 at NICD are as follows: July 16 to 27, August 6 to 17, November 5 to 16, December 3 to 14.

# "They are Indispensable"

**Are you using "The Stain Removing Team?"**

## STAIN-A-WAY

Indispensable for Removing  
oxidized stains. \$1.75 Qt.

## DU-TEX

Completes the Job.  
\$2.85 lb. makes 20 gal.

Order from your local jobber  
or write direct to



1636-40 West Vernon Ave., Los Angeles 37, California

Manufactured by  
**LABORATORIES**  
Dept. B



## PEOPLE AND PLACES

### NORTH



### CENTRAL

**Walker Cleaners** has been moved by Clyde Walker to 116 E. Liberty St., Mexico, Mo.

**Wally's Cleaners**, Twin Valley, Minn., has been purchased by Lester Eklund.

**Modern Cleaners**, Wadsworth, Minn., has added new finishing equipment.

**F. C. Duke, Inc.**, Cleaners has opened a new plant at 4362 N. Elston, Chicago, Ill.

**David Hughes**, owner of Quality Cleaners, Winchester, Ill., is remodeling the front and interior of his building on S. Main St.

**Kenny Martin** has opened a new cleaning plant at State Roads 36 and 41, Rockville, Ind.

**Robert Ham** has purchased Pressler Cleaners, 400 N. Plum St., Plymouth, Ind.

A fire which caused an estimated \$20,000 damage to a drycleaning plant at 2007 Detroit Ave., Toledo, Ohio, was attributed to a motor explosion by the owner, Thayer Simmons.

**Friendly Cleaners**, Stanberry, Mo., has been sold by Mr. and Mrs. Crofford Poe to Walter Tarwater.

**Shaw Cleaners** has been opened by Mr. and Mrs. F. A. Shaw at 506 Ludington St., Escanaba, Mich. They have also purchased Alray Cleaners, 23 S. 10th St., Gladstone.

**Wynne's Cleaners**, owned by Earl Wynne and Bob McFadden, has moved to new quarters at 207 S. Main St., Webb City, Mo.

**Alpha & Omega Cleaners**, Chamois, Mo., has been sold by Rev. V. F. Hamm to Arthur Helle.

**Madison (Wis.) Co-operative Cleaners** has elected the following new directors: James Sullivan, Mrs. Martha Lewis, Warren J. Sawall and Mrs. Harry Moyer. Other members of the board are Ervin Bruner, president of the cooperative; Mrs. Paul Allen, Mrs. Oswald Anderson, Theodore Page and Russell Wenzlaff.

**Quality Cleaners**, Moore St., Sikeston, Mo., has opened a downtown branch at 122 N. Kingshighway; it was announced by Q. W. Reed, the owner.

**George's Cleaners** has been opened at Brownton, Minn., by Mr. and Mrs. George Uecker.

A new drycleaning annex has been added to Fashion Cleaners, Georgetown, Ill.

## sunbeam automatic CLOTHES LIFT KEEPS GARMENTS AT COMFORTABLE WORKING LEVEL

- Automatically lowers and raises load into and out of basket
- Automatically adjusts to weight of load: silk, wool or mixed
- Liner fits over platform, garments can't get pinched or lost
- Fits into any aisle-basket or hamper
- Amazing production speed-up, saves hours, dollars and tempers
- Low-cost, lifetime-lasting—you'll want one for every basket in your plant.

**CLEANERS SPECIALTIES SUPPLIES CO.**  
6615 N. Fairfield Ave., Chicago 45, Ill.

Another BIG TAKAMINE FIRST!

SAVE TIME LABOR MONEY

\* GET MORE ACTION with "MULTIPLE-FORCE ENZYMES"

Only TAKAMINE has created this great new digester by combining two teams of Quick-Acting Enzymes to give you greater potency for a larger variety of stains FOR BOARD and BATH!

Send for your sample now!

IT'S NEW! IT'S DIFFERENT! IT'S FASTER!

By actual Laboratory tests

TAKAMINE

ONE POUND SIZE  
ENZYMATICAL DIGEST  
FOR BOARD AND BATH

TAKAMINE LABORATORY, Inc.  
Clifton, N. J.  
Please send FREE sample of TAKALAB  
—TLM for Board and Bath.  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_  
Name \_\_\_\_\_



**NEW NON-SLIP SURFACE**  
for Sna-Pon . . . an added feature  
**IT'S EASY TO PUT ON SNA-PON:**

50% easier to thread!

Just slide on and press down!

The famous non-pivot guard now with non-slip surface that decreases handling time even more! Snaps on any standard wire hanger . . . die-cut ends prevent pivoting . . . rigid fiber in tubular shape—stands more abuse. It's a completely new principle, fully patented.

PRODUCTION LIMITED — ORDERS FILLED AS RECEIVED

Contact Your Jobber

**TILLERY CONTAINER CO.**  
6000 WILSON AVE.  
KANSAS CITY 3, MISSOURI

## Remove All Guesswork in Estimating Fur Repairs

Any Salesperson with or without Fur Experience can estimate accurately

### FURMOST CHART

A successful system of estimating devised and created by Mr. Mannie Rothleider—for over 25 years the outstanding authority in the Repair & Remodeling business.

(FURMOST CHART copyrighted 1951)

Set of 3 Charts—\$5.00 Check must accompany order.

### MANNIE ROTHLEIDER CO.

Fur Repair Specialists

30 West 29th St.

New York 1, N. Y.

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Courtesy Cleaners, Wellston, Ohio, has been sold by former owners Sprinkles and Hamilton to Bernard J. Hackett. The firm has been renamed Hackett Cleaners.

Mr. and Mrs. Herman Morphew have opened Modern Cleaners, 3570 W. 16th St., Indianapolis, Ind.

College Cleaners, 1009 Bryan St., Chillicothe, Mo., has been purchased by Mr. and Mrs. John Kenyan, Jr., from Mr. and Mrs. F. E. Huey.

George F. Horak has purchased Vinton Dry Cleaners Co., MacArthur, Ohio, from Ralph E. Smith, and has moved the business to the Horak Bldg., N. Market St.

Ideal Cleaners, Greer St., Sikeston, Mo., has been sold by Don Wyrick to J. W. Stone.

Oklie (Minn.) Cleaners has been sold by Dewey Lambert to Jerome Cagner.

Zolotar Cleaners, 30 N. Cass Ave., Wessington, Ill., founded in 1921 by Gershon Zolotar, recently celebrated its 30th anniversary. Mr. Zolotar is still active in the firm, which maintains branches in Downers Grove and Hinsdale.

A fire which started from a cleaning room explosion completely destroyed Newton Cleaners, Van Buren, Mo.

Mr. and Mrs. A. J. Romer have sold Armstrong (Iowa) Cleaners to Vern Dahms.

Monte J. Brant has sold his cleaning business at Tipton, Mo., to Frank Lang, who has

named it Lang's Cleaners. Mr. Brant has been recalled to Navy service.

Mr. and Mrs. P. A. Annette have redecorated their Park Rapids, Minn., cleaning establishment.

Thomas J. Fallon, owner of Fallon's Master Cleaners, 305 S. Broadway Ave., Urbana, Ill., has leased a store in a building under construction at Springfield and Prospect Aves.

Damage estimated at \$7,500 was caused by a fire, believed due to an overheated furnace, at Ace Cleaning Co., 319 Missouri Ave., E. St. Louis, Ill.

Unique Cleaners & Dyers, Inc., has leased space in the new Lincoln Village Shopping Center, Lincoln Ave., McCormick Blvd., Kimball and Peterson Aves., Chicago, Ill.

Viking Cleaners has moved to its new plant at North St. and English Ave., Marshall, Mo.

A fire which was said to have started from a short circuit in a motor caused an estimated \$1,000 damage at Turner's Cleaners, Third and Dunn Sts., Bloomington, Ind.

William McMehill, owner of Pattonsburg (Mo.) Cleaners, is installing a men's furnishing store in connection with the cleaning business.

Mr. and Mrs. P. V. Branum have purchased the interests of their former partners, Byrum and Roy Lucy, and are now full owners of Lucy Brothers Dry Cleaning Company, Highway 60 W., Sikeston, Mo. The business will be known as Branum's Cleaners.

SOUTH

WEST



Garderville (Cal.) Cleaners has been sold by Lou and Pearl Hoguet to Mr. and Mrs. Jack Kelley.

Joe Abbott and Ellie Moncrief have bought Jack Lewis Cleaners, E. Broadway, Hollis, Okla., and renamed the business A-M Cleaners.

Anderson Cleaning Co., Dallas, Tex., has been purchased by Bob Martin and Jimmy Higgins botham.

Extensive damage was caused by a flash fire at Perry Cleaners, 617 E. Second St., Lajunta, Okla.

Colo. The fire was attributed to solvent that escaped when a drum faucet broke. Equipment and clothing were saved, according to the owner, J. J. Sautter, who received minor burns while removing garments from the building.

Omar and Hazel Lambert, owners of Empire Cleaners, 455 Kalisher, San Fernando, Cal., have purchased New Method Cleaners, 116 N. Maclay, botham.

The Satanta (Kans.) Cleaning Shop, owned by T. S. Lucas, is now being operated by Gene Crook.

**Sunshine Cleaners**, Scott City, Kans., has been leased by Mr. and Mrs. R. A. Freeman.

**Mr. and Mrs. Jack Long**, new owners of Mountain View (Okla.) Cleaners, have re-arranged and redecorated the plant.

**Moore's Cleaners** has been opened by S. D. Moore in the Stein Bldg., N. Main St., Rockdale, Tex.

**Ed Atteberry, Jr.**, has bought De Luxe Cleaners, Hobbs, N. M., and will incorporate the Modern Cleaners business with it.

**Fanset Dye Works**, 2995 Glendale Blvd., Glendale, Cal., recently celebrated its 38th anniversary. The firm is headed by Lincoln Heyes, who joined the organization in 1923.

**Cecil Denning**, owner of Co-Ed Cleaners, Dodge City, Kans., has added a rug and upholstery cleaning department.

**Keep-U-Kneat Cleaners**, owned by Mr. and Mrs. Smith Mahaffey, has moved to a new plant at 219 W. Main, Marlow, Okla.

**New finishing equipment** has been installed by Jesse and Wayne Johnson, owners of Ideal Cleaners, Farmersville, Tex.

**Longmont (Colo.) Cleaners**, 427 Main St., has been sold by Mrs. Avin Bonner to E. J. Slohn.

**Harry Gurevitz** has announced intention to sell Miracle Cleaners, 351 S. Fairfax, Los Angeles, Cal., to Barry's Dry Cleaning Plant, headed by Richard Goldstein.

**Modern Cleaners**, 214 S. Main St., Greensburg, Kans., has been leased by owner R. J. Vernard to Paul Bird.

**Yale (Okla.) Cleaning Shop** has been sold by Mr. and Mrs. H. H. Harris to Mr. and Mrs. Piter.

**Art Dry Cleaners** has been opened at 300 N. Sixth St., Garland, Tex., by Mr. and Mrs. Arthur Wexstaff.

**Vogue Cleaners** has been established by Albert Polaech at Jal, N. M.

**American Cleaners and Laundry**, Whitney Alley, Bishop, Cal., has been sold by Harry Slocum to Ralph and Ray Crabtree.

**Mr. and Mrs. K. D. Butcher**, owners of City Cleaners, Del-

phos, Kans., have installed new drying equipment.

**Mrs. J. D. Sheridan** has bought Fort Bend Cleaners, Rosenberg, Tex., from Mr. and Mrs. Art Werner.

**Spic and Span Dry Cleaners**, Las Animas, Colo., has been sold by Mr. and Mrs. Ray Hockett to Mr. and Mrs. Jerry Schuber.

**Orland Kilmer** has completed installation of new equipment at Azusa (Cal.) Cleaners and Dyers, 734 N. Azusa Ave.

**Mr. and Mrs. George E. Kohrs** have purchased Guess Cleaners, 1923 Merriam Blvd., Kansas City, Kans., and renamed it Hy-Way Cleaners.

**W. L. Ayers** has purchased the Henry Hunter Laundry in Elk City, Okla., and renamed it Elk City Cleaners and Laundry.

**Roscoe (Tex.) Cleaners** has been sold by Mrs. C. K. Buckner to Mr. and Mrs. Noble Chastain.

**Duarte (Cal.) Cleaners and Dyers**, 1657 E. Huntington Dr., has been sold by F. M. Dram to Don Messner.

**Mr. and Mrs. Gus Kline** have taken over Bechard Cleaners, Grinnell, Kans., and have installed new cleaning equipment. The business will be known as Kline Cleaners.

**Paris (Tex.) Cleaners**, 311 First St., S. W., has been purchased by James East and A. E. Brown, Jr.

**Norris Cleaners** has been opened by Mr. and Mrs. D. O. Norris at 713 Lubbock Rd., Brownfield, Tex.

**Lucky Star Cleaners** has been opened at 752 E. Fifth, Pomona, Cal., by Bill Meyers.

**Additional spotting equipment** has been installed by Bob Steele at Steele Cleaners, 411 N. Armstrong, Denison, Tex.

**E. E. Laundry** has opened Laundry Dry Cleaners at 9111 Sepulveda Blvd., Sepulveda, Cal.

**Goode Cleaners**, Graham, Tex., has been bought by Kenneth New.

**Hub Cleaners** has moved to new quarters in the Blakely Bldg., 350 D St., Lemoore, Cal.

**New drycleaning equipment** has been installed by Spurlin Freeman in his plant at Hamilton, Tex.

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Asphalt	Lye
Alcohol	Lubricating Oils
Benzene	Milk
Benzoic	Molasses
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Coal	Mineral Oils
Chocolate	Clive Oil
Caulkings	Paints
Chemicals	Petroleum
Coal Tar	Pitch
Cresote	Printing Inks
Diluvents	Raod Oils
Drugs	Soap Liquors
Dyes	Starch
Ether	Strong Liquids
Fuel Oils	Soy Bean Oil
Fund Products	Syrups
Gasoline	Tar
Glycerin	Tomato Juice
Gum	Turpentine
Gumase	Vaseline
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Fig. 8  
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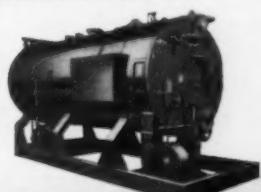
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Huntington, Indiana • Toronto, Canada

Sparkle Dry Cleaners has been opened by Mr. and Mrs. Harry D. Shroat in the new shopping center at Meridian Rd. and Hamilton Ave., Campbell, Cal.

Mr. and Mrs. Adams have moved Adams Cleaners from Wellington to Argonia, Kans.

Mr. and Mrs. Hans Wittenbrook have moved Star Cleaners to new quarters at 14323 E. Ramona Blvd., Baldwin Park, Cal.

A new tumbler has been installed by C. F. Jamison Cleaning plant, Whitesboro, Tex.

**NORTH**

**EAST**



The new store of Capital Valet Cleaners at 1829 Willow Ave., Weehawken, N. J., was officially opened by Mayor Charles F. Krause, Jr. The firm, which is operated by Martin Coulian and his sons, Ara, Leon and Richard, also has branches at 304 Hudson St. and 1315 Washington St., Hoboken, and at 1915 Bergenline Ave., Union City.

New drycleaning equipment has been installed by Angelo Muscarello at Muscarello Dry Cleaners, 1622 18th St., Niagara Falls, N. Y.

Quaker Dry Cleaners, Inc., has moved to new downtown headquarters at 1116 11th Ave., Altoona, Pa. The firm also has branches at 24th St. and Eighth Ave., 12th St. and Eighth Ave., and 29th St. and Broad Ave. in Altoona, and in Hollidaysburg.

Top's Cleaners, 495 Common St., Belmont, Mass., is now being operated by Jack Rosenfield and Harry S. Ingber.

The building occupied by the drycleaning plant of Shelton Service, Peru Rd., Pittsburgh, N. Y., was gutted by fire which started in a box of mops waiting to be cleaned. Calvin Prairie, owner of the cleaning firm, estimated the loss to equipment

and garments at about \$50,000. Building, equipment and garments were insured, he stated.

Time Cleaners has been opened by Felix Reisinger at 613 Tilghman St., Allentown, Pa.

Blue Ribbon Cleaners, owned by Santos Francello, has moved to the new Francello building on Main St., Saugerties, N. Y.

Astor Cleaners has leased a store at 60 Orchard St., Tarrytown, N. Y. The company also has branches at 2 Croton Ave. and 9 Broad Ave., Ossining.

M. Klosowski & Son, drycleaning and tailoring establishment of Willimantic, Conn., has completed an addition to its building at 37 Jackson St. The firm is operated by Michael F. Klosowski and his son, Frank J. Klosowski.

Dominic Scafella and Charles Travis, owners of Stewart's Cleaners, Point Marion, Pa., have completed a new plant at 139 Railroad St.

City officials of Arlington, Mass., attended the formal opening of the new plant store of Arlington Dye Works, owned by A. Berberian.

**DOMINION**



**of CANADA**

Roddy Choquette, president of Burnett Ltd., which includes Rand Service Stores, in Montreal, Que., has been elected a director of the company to fill a vacancy. Mr. Choquette announced that the company is opening four new Rand stores, including the first chain store in Mt. Royal.

Champlain Cleaners has been opened by Trevor Clayton and Frank Lee at Front and Mississauga Sts., Orillia, Ont.

Wynyard (Sask.) Cleaners and Tailors has been opened on Pacific Ave. by Leo and Eddie Trottier. Both brothers are veterans of the Canadian Army.

The incorporation of Cornwall (Ont.) Cleaners Limited has been reported.

## SOUTH

## EAST

**Ray Rogers** has sold **Rogers Cleaners**, 202 S. Washington, Magnolia, Ark., to **Winston Tubb**, who will operate under the name of **Tubb Cleaners**.

**Boston Dry Cleaners**, 424 N. Church St., Burlington, N. C., has been sold by Al Goodes to Claude and Allen Lee Shoffner and William T. Stokes III. Mr. Stokes is also half owner of **City Cleaners**, Henderson.

**Lowry and Snowden Cleaners** has been opened at 134 N. Main St., Winchester, Ky., by **Taylor Lowry**, operator of **Fashion Cleaners** has been opened at 405 N. Greene St., Greensboro, N. C., by Nichols Leonard, an overseas veteran.

## NORTH

## WEST

New finishing equipment has been installed by **Carey Cleaners**, Franklin, Neb.

**Floyd DuBois** has installed a new cleaning system at **DuBois Cleaners and Tailors**, Corvallis, Ore.

**Ponca (Neb.) Cleaners** recently installed a new boiler.

**Enke's Cleaners**, Milwaukee, Ore., has been purchased by

**Lowry Cleaners**, W. Lexington Ave., and **Jesse Snowden, Sr.** O. R. Brinson recently held the formal opening of **Brinson Cleaners**, 2020 Princess St. Drive, Wilmington, N. C.

**Elkton (Md.) Tailors** has been purchased by **James H. Cox**, who plans to operate it in conjunction with his Newark (Del.) Cleaning Shop.

**Frank C. Murphy** and will be known as **Mack's Cleaners**, Frankfort, Neb.

**Esquire Cleaners** has been opened by **Al Crist** in the new Elzen Bldg., Eighth and State Sts., Marysville, Wash.

**Mr. and Mrs. Max Damon** have completed a modernizing program at **Toledo (Ore.) Cleaners**, including construction of a cleaning-room addition and installation of new cleaning equipment.

## OBITUARIES

**Robert Crooks Stanley**, 74, chairman of the board of directors of The International Nickel Company of Canada, Limited, died February 12 at his home in Staten Island, New York. Beginning in 1901, when he became associated with one of its predecessor companies, Mr. Stanley has provided the leadership for the outstanding organization, and was the discoverer in 1905 of Monel metal. He became president of the company in 1922 and chairman of the board in 1937, relinquishing the presidency in 1949.

Mr. Stanley was also a director in many leading organizations of the United States, Canada and England. He was a board member or officer of a great number of educational, philanthropic, business and learned societies, and received many honors and awards for his research activities and for civic services, as well as many honorary degrees.

Mr. Stanley is survived by his wife, a son and a daughter.

**Lenius T. Anderson**, 64, operator until his retirement several years ago of **Anderson Cleaners and Dyers**,

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"says IRVING SAKS, Owner, DUTCH CLEANERS Brooklyn, N. Y."

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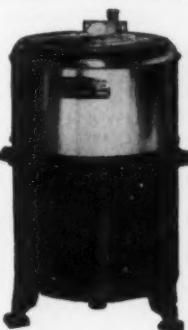
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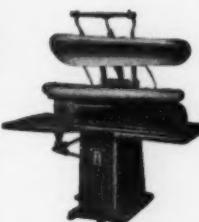
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### EASY TO FASTEN EASY TO REACH

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BETTER for fastening . . .

- Tags on garments
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For faster, easier and more efficient handling of fastening tasks in the cleaning plant . . . use the handy Arrow P-22 Hand Stapler.

- Sturdy all steel construction with chrome finish
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**NATIONAL LIFE**  
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VERMONT

Galesburg, Illinois, died March 4 after a brief illness. A native of Sweden, Mr. Anderson was brought to Galesburg as an infant. He was a member of the Masons. Surviving are his wife, a brother and two sisters.

Edwin G. Cannan, 61, of Allegan, Michigan, a former partner in the Toledo, Ohio, drycleaning firm founded by his father in 1907, died recently after a long illness. He was a charter member of the Toledo Repertoire Little Theater, a past master of Robinson Locke Lodge, F & AM, and a Boy Scout leader. He is survived by his wife, a daughter, three sisters, and two brothers, Ralph H. and Willard M., vice president of the NICD.

Burley Elmer Fike, 73, owner of Davian Cleaners, Indianapolis, Indiana, died February 26. Previous to finding his own company in 1944, he was president of Century Carpet Cleaners. He is survived by his widow, a son, a stepson and a sister.

Philip Fiorilla, 53, proprietor of Phil's Dry Cleaning, Niagara Falls, New York, died February 26. He was a member of the Knights of Columbus and the St. Vincent de Paul Society and was well known in local sports circles. Surviving are two brothers and four sisters.

Harold G. Holospole, 33, owner of Modern Cleaners, Bedford, Pennsylvania, died suddenly February 18 of a heart condition. He is survived by his parents, his wife, a daughter, a brother and four sisters.

Herbert B. Koth, 49, executive vice president of the Morey LaRue Laundry Company, Elizabeth, New Jersey, died January 31 after an illness of several months. Nationally known in the industry, Mr. Koth was an authority on drycleaning and laundry production and management, and was a frequent speaker at association meetings. He was a member of the Washington Advisory Committee of the American Institute of Laundering, and was chairman in 1949 and 1950 of the Varsity International Conference of Dry Cleaners.

Mr. Koth was active in community affairs, serving as a member of the Domestic Distribution Committee of the U. S. Chamber of Commerce, in the Boy Scout movement and in Rotary. He is survived by his wife, two sons, his parents, two sisters and a brother.

Samuel Mondros, 55, operator of a drycleaning establishment in Philadelphia, Pennsylvania, died

recently. He was a member of Odd Fellows and a charter member of Cardozo Lodge, Order of Brith Sholom. He is survived by his wife, a daughter, four brothers and a sister.



**April 6 and 7—Mountain States Cleaners Association and Mountain States Laundry Owners Association, Joint Convention, Broadmoor Hotel, Colorado Springs, Colorado.**

**April 11 and 12—Texas Laundry & Dry Cleaning Association and Oklahoma Laundryowners Association, Joint Convention, Rice Hotel, Houston, Tex.**

**April 13, 14 and 15—West Virginia Launderers and Dry Cleaners Association, Annual Convention, Daniel Boone Hotel, Charleston.**

**April 14 and 15—Arkansas Cleaners and Dyers Association, Annual Convention, Marion Hotel, Little Rock.**

**April 25, 26 and 27—Laundry & Cleaners Allied Trades Association and Laundry & Dry Cleaners Machinery Manufacturers Association, Annual Convention, The Greenbrier, White Sulphur Springs, West Virginia.**

**April 28, 29 and 30—South Dakota Association of Cleaners and Dyers, Annual Convention, Alonzo Ward Hotel, Aberdeen.**

**May 10, 11 and 12—New Jersey Laundry and Cleaning Institute, Pennsylvania Laundryowners Association, Joint Convention, Traymore Hotel, Atlantic City, New Jersey.**

**May 11 and 12—Oregon State Dry Cleaners Association, Annual Convention, Capital Hotel, Salem.**

**May 13, 14 and 15—Laundry and Cleaning Association of the Carolinas, Georgia and Florida, Annual Convention, General Oglethorpe Hotel, Savannah, Georgia.**

**May 17, 18 and 19—Missouri, Kansas, Iowa and Nebraska Laundry and Cleaning Associations, Four-State Convention, Lassen Hotel, Wichita, Kansas.**

**May 18 and 19—Laundry Owners and Dry Cleaners Association of Montana, Southern Alberta, Northern Wyoming, Annual Convention, Billings, Montana.**

**May 24, 25 and 26—Pacific Northwest Launderers and Dry Cleaners, Annual Convention, Longview, Washington.**

**May 25 and 26—Idaho Laundry and Dry Cleaners Association, Annual Convention, Boise.**

**May 25 and 26—Minnesota Institute of Laundering and Cleaning, Wisconsin Institute of Laundering, North and South Dakota Cleaners Associations, Joint Convention, St. Paul Hotel, St. Paul, Minnesota.**

**June 7, 8 and 9—California Drycleaners Association, Annual Convention, Fairmont Hotel, San Francisco.**

**August 11 and 12—NICD Alumni Society, Back Home Day, Shoreham Hotel, Washington, D.C.**

**October 19, 20 and 21—American Institute of Laundering, Annual Convention and Small Exhibit, Stevens Hotel, Chicago, Illinois.**

**October 25, 26 and 27—Pennsylvania Association of Dyers and Cleaners, Annual Convention, York.**

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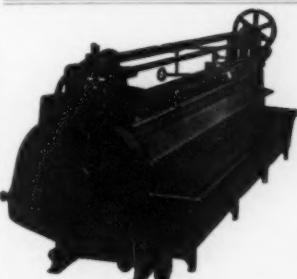
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Modern Synthetic Drycleaning plant, near Detroit, Michigan, in college town. Doing over \$50,000 annually, all retail, 3-hour service at premium. Reputation second to none in area. Established 4 years ago, no equipment older than 4 years, ideal layout, unexcelled working conditions. \$20,000 down will handle. Long lease or will also sell the real estate. ADDRESS: Box 3932, NATIONAL CLEANER & DYER. -2

**MODERN DRYCLEANING PLANT:** Oldest established cleaning business in busy industrial town of 15,000 population. Middle Tennessee, approximately 15 miles from new Air Center. Located in center of business district, on main street. Doing approximately \$20,000 annually, increasing monthly; price \$11,500 including '48 Chevrolet sedan delivery truck in excellent condition. ADDRESS: Box 3933, NATIONAL CLEANER & DYER. -2

Drycleaning Plant 3 years old. About \$500 to \$600 weekly volume, with room for expansion. Excellent location. Open 5 days. Rent \$60. Prices \$1.35—\$1.50. New boiler; all equipment excellent to new. Will sacrifice for \$15,000. No reasonable offer refused. Must sell. Exceptional buy. Terms: Advance Cleaners, 810 West Lodi Avenue, Lodi, California. 3957-2

**MODERN GARMENT DYEHOUSE—LOCATION BOSTON.** Yearly gross \$15,000—\$20,000. PRICE \$11,500. ADDRESS: Box 3950, NATIONAL CLEANER & DYER. -2

Cleaning Plant—Large Western New York city. New building designed for cleaning plant. All machinery new and modern. 75% retail—\$100,000 with real estate but will give long-term lease if desired. \$28,000 required. ADDRESS: Box 3964, NATIONAL CLEANER & DYER. -2

Modern fully equipped Solvent Plant, new building, excellent location. Plenty of business, all cash and carry. Northern Indiana. Price \$19,000. ADDRESS: Box 3978, NATIONAL CLEANER & DYER. -2

**MODERN DRYCLEANING SOLVENT PLANT,** in Detroit, Michigan, doing \$100,000 yearly business, 95% retail, 3 stores, two 1950 trucks, showing a good profit. Property and business \$90,000, \$40,000 down. ADDRESS: Box 3991, NATIONAL CLEANER & DYER. -2

For Sale: PLANT, 40x96, located in UPSTATE NEW YORK, surrounded by large industries and college. All new and up-to-date machinery, 2 trucks and new equipment. A gold mine for the right person. Due to bad health and doctor's orders, must leave town. Private deals, no real estate. For complete details write soon. Selling price is extremely low. ADDRESS: Box 3993, NATIONAL CLEANER & DYER. -2

Add five words if answers are to come to a box number to be forwarded by us. Extra white space between lines doubles charges indicated.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

**FOR SALE: FULLY EQUIPPED MERCURY PLANT. SOUTHERN CALIFORNIA.** GROSSING \$35,000. DRIVE-IN, 50% COUNTER, \$45,000 INCLUDING BUILDING AND APARTMENT. ADDRESS: Box 4014, NATIONAL CLEANER & DYER. -2

Unusual Opportunity for experienced cleaner. Well established plant with top reputation in West Virginia. Volume \$80,000 in 1950. Rental income over \$100 monthly. Modern equipment. Plant and building appraised \$55,000. Will sell for one-half. Not sick, just tired. \$10,000 cash will handle, if reliable. ADDRESS: Box 4037, NATIONAL CLEANER & DYER. -2

Established DRYCLEANING and FUR BUSINESS including vault. All modern equipment in renovated brick block. Gross business \$75,000. Upper New England Capital City. ADDRESS: Box 4039, NATIONAL CLEANER & DYER. -2

Modern equipped Solvent Plant in good West Texas oil town. Gross \$25,000 annually. Price: \$9,000. ADDRESS: Box 4041, NATIONAL CLEANER & DYER. -2

Solvent Plant in factory town, Indiana. Couple can handle \$250. weekly. Can be financed if experienced. ADDRESS: Box 4043, NATIONAL CLEANER & DYER. -2

In fast growing PORTLAND, OREGON. Complete fully equipped Solvent Cleaning Plant, arranged for low overhead operation, doing in excess of \$50,000 with excellent opportunity for increasing business. Illness of owner for two years now forces retirement. Good location with long lease on building. Details on request. Reade M. Ireland, Inc., 217 Seventh Street, Oregon City, Oregon. 4050-2

**SMALL MODERN DRYCLEANING PLANT CENTRAL SOUTH FLORIDA** town. Automatic Boiler. Good equipment. \$300 weekly volume. Can easily be increased. Owner has asthma, doctor recommends change of occupation. PRICE \$6,000. P.S. Good bathing—good fishing. ADDRESS: Box 4052, NATIONAL CLEANER & DYER. -2

**FINEST PLANT IN SOUTHERN CALIFORNIA**, plus 3 stores doing over \$100,000 volume. All modern equipment includes two 6A Prosperity units. This is a rare opportunity. First time offered. Priced far below value. ADDRESS: Box 4054, NATIONAL CLEANER & DYER. -2

**SOLVENT PLANT** in fast growing town in ARIZONA doing \$12,000 yearly. Established 5 years ago. Will sell with building or business alone. ADDRESS: BOX 4090, NATIONAL CLEANER & DYER. -2

**MODERN SOLVENT PLANT IN PENNSYLVANIA.** Well established plant in city of 100,000. Retail only, large volume. ADDRESS: Box 4100, NATIONAL CLEANER & DYER. -2

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### CLEANING PLANTS FOR SALE (Cont'd)

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**FOR SALE:** SOLVENT DRYCLEANING PLANT. CITY OF 50,000. LOCATED WESTERN PENNSYLVANIA. ESTABLISHED OVER 50 YEARS. STRICTLY RETAIL. YEARLY GROSS \$150,000. EQUIPMENT AND PROPERTY IN EXCELLENT CONDITION. PRICE \$85,000. WILL SELL ALL OR BUSINESS AND EQUIPMENT AND LEASE PROPERTY WITH OPTION TO BUY. OWNER RETIRING. ADDRESS: BOX 4053, NATIONAL CLEANER & DYER. -2

ESTABLISHED SOLVENT PLANT doing \$20,000 per year in INDIANA county seat of 25,000. New 15 H.P. gas boiler, recently acquired puffs, steam spotting table, 1947 panel truck, all free and clear. Capable of handling doubled volume. Low rent. \$12,000. ADDRESS: Box 4053, NATIONAL CLEANER & DYER. -2

Synthetic plant, 60 lb. capacity. All cash and carry. \$1.25 prices. \$15,000 equipment. Will sell for \$5,000. Call or write Schwagers, 5003 Second Ave., Pittsburgh 7, Pa. Hazel 1-7525. 4058-2

**CLEANING PLANT—OLD ESTABLISHED IN PHILADELPHIA.** YEARLY GROSS OVER \$50,000. ALSO \$4,000 STORAGE BUSINESS. 140 F HOFFMAN UNIT, THREE PRESSES FULLY EQUIPPED. TWO TRUCKS ALL LESS THAN THREE YEARS OLD. WITH PROPERTY \$65,000—\$32,500 HANDLES LONG LEASE. ALL RETAIL \$1.00 UP. ADDRESS: BOX 4059, NATIONAL CLEANER & DYER. -2

Northwest Minnesota. Oldest and largest and modern Stoddard Solvents Plant and Rug Cleaning in a good town with very little competition. Business over 25 years. Equipment and building 3 years old with 1950 truck and 3 good branches. Getting good prices. Grossed over \$45,000 in 1950. Large expansion possibilities. Priced right. ADDRESS: Box 4060, NATIONAL CLEANER & DYER. -2

For Sale: Within 200 miles of Chicago. Cleaning Plant. Excellent condition. Good retail location. Prices reasonable. ADDRESS: Box 4061, NATIONAL CLEANER & DYER. -2

**OREGON SOLVENT PLANT—WELL ESTABLISHED. RETAIL \$85,000 ANNUALLY.** ADDRESS Box 4063, NATIONAL CLEANER & DYER. -2

**SOLVENT PLANT** in Southern New York town. All new equipment, two trucks and routes. 1950 gross \$30,000, steadily increasing. Living quarters. Will sell complete or sell business and equipment and lease building. Priced for quick sale. ADDRESS: Box 4065, NATIONAL CLEANER & DYER. -2

Well equipped laundry and drycleaning plant in Northwest Indiana, doing good business in excellent trade area. For full particulars ADDRESS: Box 4066, NATIONAL CLEANER & DYER. -2

Solvent Plant—\$40,000 yearly gross—90% cash and carry—some wholesale. Capacity for 50% more volume. Located on Main Street, big payroll town. Includes 1950 Model Chevrolet Panel. New small 2-bedroom house. Long lease on building. Low Rent. Cleaning room like new, installed in 1948. Reply if you qualify only. No brokers. \$30,000—Terms to right party. ADDRESS: Box 4068, NATIONAL CLEANER & DYER. -2

Modern fully equipped Solvent Plant, new building, excellent location in Western Pennsylvania. Two new trucks, all equipment in perfect shape. Plant is just three years old. Lots of room for expansion. This must be seen to be appreciated. ADDRESS: Box 4069, NATIONAL CLEANER & DYER. -2

Small modern cleaning plant, Southern Vermont. Established business, summer and winter resort town. Modern equipment and building with living quarters. Moderately priced. ADDRESS: Box 4071, NATIONAL CLEANER & DYER. -2

Solvent Plant averaging \$900-\$1,000 per week for first quarter of 1951. Profit in excess of 20%. Equipment 5 years old. Will handle \$1,800 per week. Long Lease—Located in growing city of 85,000. Price \$17,000. ADDRESS: Box 4072, NATIONAL CLEANER & DYER. -2

For Sale or Lease: Complete modern drycleaning plant in a large area upstate New York. Cleaning equipment is new and all motor driven. 2-42 x 54" Hoffman Washers. 30" Hoffman Extractor. 5000 gal. Pantex Filter. 40 Horsepower Master Boiler. 125 gal.-an hour still, 4 Hoffman & Huebsch Tumblers, etc. Equipment may be purchased for removal. ADDRESS: Box 4081, NATIONAL CLEANER & DYER. -2

WELL ESTABLISHED, PROFITABLE, EFFICIENTLY OPERATING DRYCLEANING PLANT DOING A MILLION DOLLARS A YEAR WITH POSSIBILITIES FOR MORE. ONE OF THE FINEST. FORTY-SIX OUTLET STORES, TWENTY TRUCKS, LOCATED IN MIDWEST METROPOLIS WHERE LABOR PLENTIFUL. DOCTOR HAS ORDERED PRESENT OWNER TO RETIRE. INTERESTED PARTIES MUST QUALIFY, BE FINANCIALLY CAPABLE OF HANDLING EITHER COMPLETE PROPOSITION, BUSINESS ONLY AND LEASE BUILDINGS, STORES ONLY FOR CASH AND CARRY OPERATION, OR STORES AND TRUCKS. WONDERFUL OPPORTUNITY FOR INDIVIDUAL OR GROUP SEEKING TO INCREASE PRESENT EARNINGS TO THE EXTENT POSSIBLE WITH THIS HIGH CALIBRE ENTERPRISE. ADDRESS: BOX 4076, NATIONAL CLEANER & DYER. -2

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### CLEANING PLANTS WANTED

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WANTED—PLANTS—ALL KINDS—New York, New Jersey, Connecticut. BUYERS WAITING—LIST YOURS. RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel. Republic 9-3016. 573-1

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### WANTED TO LEASE

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5000 SQUARE FT. FIREPROOF. Clark St., Rogers Park. Possession 90 days. Store front, drive-in rear doors. Sell or lease. Mr. Yost, Long-Kogen Inc., 6945 N. Clark St., Chicago, Ill. Rogers Park 4-6500. 4089-17

WANTED TO BUY OR LEASE cleaning plant that is doing a lot of Army work under contract. ADDRESS: Box 4110, NATIONAL CLEANER & DYER. -17

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### SITUATIONS WANTED

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SILK SPOTTER interested in steady good paying position with first class retail Petroleum Solvent Plant. Steady, thorough knowledge of entire plant operation. State salary. ADDRESS: Box 3841, NATIONAL CLEANER & DYER. -5

Steady position wanted. Exceptionally good man. Competent in all branches of the trade. Able to instruct new and old help. 30 years' experience. Can furnish best of references. ADDRESS: Box 3918, NATIONAL CLEANER & DYER. -5

Could you use good DEPENDABLE WORKING PRODUCTION SUPERINTENDENT training help in all departments? First-class silk spotter can save you complaints and supply costs; 25 years' experience, age 48, married, one child school age. Will send photograph and references. State living conditions. Top man for top job with top salary. Prefer California. ADDRESS: Box 3983, NATIONAL CLEANER & DYER. -5

SUPERINTENDENT AGE 45, OVER 20 YEARS' EXPERIENCE, all phases drycleaning. Can train new help in any department to do quality work. Understand production. Salary requirements \$100 to \$125 week. Available one week's notice. ADDRESS: Box 3997, NATIONAL CLEANER & DYER. -5

FURRIER, EXAMINER, ESTIMATOR, SUCCESSFUL IN PROMOTING REPAIRS, FUR CLEANING, STORAGE. Considers a change. ADDRESS: Box 4026 NATIONAL CLEANER & DYER. -5

Graduate and former Field Technician of NICD desires position of Plant Manager out of U. S. A. Twelve years experience in all phases of plant operation and training of employees. Married, 31 years old. Best of reference. ADDRESS: Box 4045, NATIONAL CLEANER & DYER. -5

EXPERT SILK SPOTTER desires position with QUALITY medium size retail plant. 25 years experience. Institute graduate, Hubbard student. Prefer plant where pre-spotting done. Worked in SANITONE SYSTEM 10 years. Prefer Middle West. Starting salary \$75 week, 45 years of age. Do not drink. Robert L. Arnold, 707 N. Ruby St., Macon, Missouri. 4056-5

Spotter: If you are looking for an honest, dependable, sober silk or wool spotter, Married, Age 36, I will be available after May 1st. Have had 13 years in and around cleaning plants. Go anywhere, prefer new plant. ADDRESS: Box 4070, NATIONAL CLEANER & DYER. -5

## SITUATIONS WANTED (Cont'd)

**EXPERT SILK SPOTTER and DYER**, sober and reliable, wants position. NORTH ILLINOIS preferred. ADDRESS: Box 4082, NATIONAL CLEANER & DYER. -5

Former NICD instructor, wool and silk finishing, spotting, wet-cleaning, households, furs, leathers, rugs, power-plant and general experience. College degree production management, designs work in small plant as working supervisor. Married, recently released from service. ADDRESS: Box 4080, NATIONAL CLEANER & DYER. -5

**SALES MANAGER or ASSISTANT to SALES MANAGER**. Seven years of wide and varied experience in chain drycleaning field. Fully conversant with all phases of store control, sales training, personnel, and sales promotion. ADDRESS: Box 4093, NATIONAL CLEANER & DYER. -5

**PLANT MANAGER**, NICD graduate, general and management course. Interested only in solving a headache. ADDRESS: Box 4094, NATIONAL CLEANER & DYER. -5

Superintendent-Manager with a broad and successful background in drycleaning and laundry (retail-wholesale). Experienced all phases, incentive production and sales, training personnel, labor relations and planned profit operations. Available immediately. Investment considered. College education (business administration). ADDRESS: Box 4099, NATIONAL CLEANER & DYER. -5

## HELP WANTED

Quality Drycleaner needed who can train new personnel in modern quality production of pressing and finishing. The possibilities are here for the right man. Small town West Texas shop. N. I. C. D. member. Good equipment. Living costs average or lower. High, dry climate; mild winters. ADDRESS: Box 3930, NATIONAL CLEANER & DYER. -7

**DRYCLEANING SUPERINTENDENT-MANAGER**. For large productive plant in Eastern Virginia. Must be experienced, also capable of training and supervising 35 productive employees. State age, salary and experience. ADDRESS: Box 3999, NATIONAL CLEANER & DYER. -7

**EXPERIENCED WORKING MANAGER** to assist Superintendent of quality drycleaning plant with a view to taking over complete management within few years and possible interest in business. Metropolitan New York City area. Excellent opportunity for man with initiative and intelligence. Replies held strictly confidential. Give full details in first letter. ADDRESS: Box 4013, NATIONAL CLEANER & DYER. -7

**DRYCLEANING MANAGER**: Large Eastern retail plant with 70 employees. Should be experienced in all phases of drycleaning and have ability to train new employees. Top salary for man qualified. Here's an opportunity to grow with a fast growing, modern plant. Explain in detail schooling, experience, age, family and draft status. ADDRESS: Box 4051, NATIONAL CLEANER & DYER. -7

**DRYCLEANER, wool SPOTTER, wool PRESSERS**. Steady work, good pay. Write: Post Cleaners, P. O. Box 1392, Anchorage, Alaska. 4057-7

**SPOTTER and ASSISTANT MANAGER**: Sanitone Plant in business forty years. A lifetime job. Give full information, including age, salary, experience. F. M. Herfurth, Box 137, Hopkinsville, Ky. 4074-7

**DRYCLEANER AND SPOTTER**: Quality essential. Over draft age. Medium-size petroleum solvent retail plant. State qualifications, references and salary expected. Verbest Cleaners, Tulane Street, Princeton, N. J. 4075-7

Experienced Silk Spotter—Steady job in synthetic plant located on Long Island, New York. Established over twenty years. Laundry operated in conjunction with Drycleaning. ADDRESS: Box 4079, NATIONAL CLEANER & DYER. -7

**PRODUCTION MAN FOR WHOLESALE CLEANING PLANT**. MUST BE EXPERIENCED. FANCY SPOTTER, ATTRACTIVE SALARY, EXCELLENT OPPORTUNITY FOR RIGHT MAN. ADDRESS: Box 4092, NATIONAL CLEANER & DYER. -7

## HELP WANTED (Cont'd)

**SUPERINTENDENT-MANAGER** needed for Middle West drycleaning plant doing \$150,000 annually. Must be quality minded able to instruct new and old help and capable of assuming responsibility. Knowledge of time and motion study incentive plans very helpful. Prefer N.I.C.D. graduate and married man. Top salary and good future for the right man. Explain in detail schooling, experience, age, family and draft status. ADDRESS: Box 4101, NATIONAL CLEANER & DYER. -7

## SALES MEN WANTED

Salesman with large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirota Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Technical salesman to sell and demonstrate drycleaning soaps. Must be free to travel. Give full background, sales experience, drawings and commissions. ADDRESS: Box 3664, NATIONAL CLEANER & DYER. -14

**SALES MEN: WE HAVE THREE FAST-MOVING CHEMICAL SPECIALTIES** for salesmen calling on Drycleaners. Here is an opportunity to add to your line with three products that will not compete with what you are now handling. These are fast-moving repeat items with repeat commissions, manufactured by leading chemical company. ADDRESS: Box 3824, NATIONAL CLEANER & DYER. -14

**SALES OPPORTUNITIES NOW OPEN WITH BUTLER MANUFACTURING COMPANY**—Men ages 30 to 40, to sell nationally known Butler Filters, Stills, Presses and Complete Plant Equipment. Experience in selling or in cleaning business desirable but not required. Territories open in East, South, Middle West. Personal interviews arranged at company expense. Send brief personal and business summary and photograph to Butler Manufacturing Company, 13th and Eastern Avenue, Kansas City 3E, Missouri. 4073-14

Salesmen: Sell specialty on your own from your car to Drycleaners. All territories. Write: Box 4095, NATIONAL CLEANER & DYER. -14

**NEW YORK CITY SALESMEN** wanted selling chemical specialties to drycleaning plants. Many accounts already established. Draw and commission. State experience and references. ADDRESS: Box 4088, NATIONAL CLEANER & DYER. -14

## TRAINING SCHOOLS

**ARE YOU A HUBBARD SCHOOL GRADUATE?** Plant owners ask for them. No matter who or where you are, you get an "all-out" teaching service when taking a Hubbard Course. Ask for catalog covering ten approved courses. **HUBBARD CLEANING SCHOOL**, Silver Spring, Md. 154-B-15

Learn tailoring, alterations and repairs, or pattern designing in one of America's finest tailoring schools. Write for free booklet #2. Empire Institute of Tailoring, 442 E. 5th St., Hazleton, Penna. 3974-15

**MOTOR CITY TRADE SCHOOL, INC.**, 2651 JOY ROAD, DETROIT 6, MICHIGAN.

**SUBJECTS**: Drycleaning, wetcleaning, spotting, managing small businesses.

**DURATION**: General course: 6 months or 610 hours. Short courses: drycleaning 170 hours, wetcleaning 145 hours, spotting 170 hours, finishing 125 hours.

**DATES**: New classes start each month.

**FEES**: General course \$274.50, short courses 45¢ per clock hour. Registration and graduation fee \$5, materials supplied.

**ELIGIBILITY**: Minimum age 17 years, 6 months.

**GI APPROVED**.

4087-15

## FURS, REPAIR & REMODELING SERVICE

**WE GOT A LITTLE TIRED** of being cramped for space, so we moved again, this time into a plant which will be large enough for all the fur work our drycleaner friends have been sending us, and, we hope, will continue to send us. Our **FUR SERVICES TO YOU** remain the same: **REPAIRS AND REMODELS** to order, **FUR CONVERSIONS** from our own plant, **PURCHASES AND REPRESENTATION** on commission, plus expert **CONSULTATION** service. Come up and see us when you're in New York. Our **NEW BOOKLET** will be off the press this month. Write for it to DAVID G. KAPLAN, c/o KATR FURS (the cleaners and dyers for service), 8th Floor, 146 West 29th Street, New York City. CH-4-0093. 3961-34

## REWEAVING

The old reliable "BERGER DAMAGE REWEAVING" serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to "BERGER DAMAGE REWEAVING COMPANY," 666 Madison Avenue, New York City 21, Dept. O. 148-29

**REWEAVING, ONE DAY SERVICE:** Cigarette burns, moth-holes, tears, spots in garments, linens and rugs, like new. Small jobs returned same day. Send garments for estimate. Established 1910. American Textile Weaving Company, 5 North Wabash, Chicago. 149-29

**A. A. A. WEAVING SERVICE.** Holes, burns, tears and imperfections in garments and fabrics of all descriptions expertly re-woven by hand. **FINEST WORK AT NEW LOW PRICE SCHEDULE.** Save money on claims and adjustments. Sell this very profitable service to your customers. We pay postage one way. **A. A. A. WEAVING SERVICE, 1182 MADISON AVENUE, NEW YORK CITY 28.** 150-29

**RE-WEAVERS SINCE 1920.** Send us your next damaged garment or ask for price-list. **FRENCH TEXTILE CO., 432 AVENUE "A," ROCHESTER, N. Y.** 153-29

**RE-WEAVING—Saves and renewes damaged garments.** Contact us. Send garments for estimate. **MAGIC RE-WEAVING SERVICE—227 Ness Building, 28 West 2nd South, Salt Lake City, Utah. Phone: 4-4052.** 1629-29

**HEDDA MOHL, REWEAVER,** formerly VIENNA, PARIS. Original French weaving, reweaving, stotting, invisible mending. Holes, burns and tears expertly rewoven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid. 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado. East of Chicago, Hedda Mohl, 832 Montrose Ave., Chicago 13. 3130-29

"**40% PROFIT WITHOUT INVESTMENT.**" Send us garments with burns, rips, holes to be skillfully re woven by the exclusive WONDERWEAVE method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for \$12 complete with instructions. Replacement points \$8 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3298-29

**WHAT IS REWEAVING?** It is not a piece of fabric woven over a damage. We do BLENDED French weaving (the best of single-thread reweaving), including fancy weaves and gabardines. **WHAT IS PIECE WEAVING?** It is not a matched pull-thru done with a sharp latch needle. On this work, we actually WEAVE the edges perfectly (there is a big difference). We offer consistent service, moderate prices, and good planned profit. Our work and service will convince you we know what we are talking about. Copyright 1950. **WEAVE MASTERS, INC., 413 Race St., Cincinnati 2, Ohio.** 3503-29

Do you want larger re-weaving profits? Burns, tears, moth-holes re-woven in all materials. Service 1 day on most jobs. Lowest prices. We specialize in wholesale work. We pay return postage. Satisfaction or your money back. Write for free signs and price lists. **THRIFTY WEAVERS, 310 St. Clair St., Toledo, Ohio.** 3769-29

**PAULSON'S REWEAVING, QUALITY WORKMANSHIP** by SKILLED OPERATORS backed by over 15 YEARS EXPERIENCE AND MONEY BACK GUARANTEE. Wholesale prices. Return postage paid. Easy to use measuring scale, "no figuring to do." Display poster on request. Estimates furnished if desired. Prompt service. A trial order will convince you. Mail your orders to our shop nearest you. **PAULSON'S REWEAVING, 418 7th St., DES MOINES 9, IOWA, or Independence Bldg., COLORADO SPRINGS, COLORADO.** 4003-29

## REWEAVERS' SUPPLIES

**YOU CAN DO INVISIBLE REWEAVING RIGHT IN YOUR OWN PLANT** with our sensational new method of instruction. This is NOT just a "needle and instruction-sheet"—but a complete, detailed and professional guide that can make an expert reweaver out of any employee in your plant. Our course consists of a teaching manual that is the result of years of study, experience and improvement—with every step perfectly illustrated. INCLUDED is the necessary precision-made reweaving implement. With our **INSTRUCTION MANUAL** and **FULLY GUARANTEED EQUIPMENT** you can offer **INVISIBLE REPAIRS** of cuts, burns, tears; save the time of sending these jobs out, make the extra profit of doing it yourself and pay for the manual with your first few jobs. The manual of instructions complete with all necessary tools is only \$35—a fraction of what personal training would cost. Order today. L. Kletnick & Co., Dept. 4, 8342 S. Prairie Ave., Chicago 19, Ill. 3118-23

Inweave and Wonderweave needles sold complete with illustrated instruction sheet, \$12 each. Replacement points, \$6 each. National Reweaving Service, 46 Whalley Ave., New Haven, Connecticut. 2776-23

We teach re-weaving by mail. Simple comprehensive instructions. New all-metal weaving instrument. Send for complete particulars. F. S. Peters, 2328 Izard St., Little Rock, Arkansas. 3594-23

**LEARN REWEAVING.** Genuine, single-thread, invisible FRENCH REWEAVING does not require special latch needles, special instruments or tools. I am in the business, teach our weavers and know. Why be fooled? Completely illustrated texts, instructions—Basic French Weaving \$15. Advanced French Weaving \$10. Piece Weaving (includes two instruments) \$10. Our simple, illustrated instruction sheet on Piece Weaving (overweave, inweave, etc.) plus one instrument, only \$3. All the texts and two instruments \$30. E. C. O'Hagan, c/o Weave Masters, 413 Race Street, Cincinnati, Ohio. 3880-23

## DYEING

**SHARP'S RE-DYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY.** We are now located in a larger building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 877 Jackson Avenue, Memphis, Tennessee. 160-12

**QUALITY GARMENT DYEING FOR THE TRADE.** 25 YEARS OF CONSECUTIVE, SUCCESSFUL SERVICE TO CLEANING AND LAUNDRY PLANTS EVERYWHERE. SHIP YOUR DYE WORK TO LOEBL'S FOR FAST COLORS AND BLOOMING SHADES. LABELS, LISTING BLANKS FURNISHED ON REQUEST. **LOEBL DYE WORKS, INC., 346-350 W. SALEM AVE., ROANOKE, VA.** 522-12

**SENECA DYERS—EASY TO FINISH DYED WORK—TO THE TRADE ONLY.** If you want the "BEST" send your next dye order to the **SENECA DYERS, 98 HAZELWOOD TER., ROCHESTER 9, N. Y.** 1562-12

**WHOLESALE GARMENT AND RUG DYEING.** If it's quality work you are looking for in redyeing of garments and rugs, give us a trial. Send for price list and listing blanks. **DETROIT DYE WORKS, 8088 East Forest Ave., Detroit 13, Michigan.** 3751-12

**DE LUXE DYE WORKS, 16234 Wyoming Avenue, Detroit 21, Michigan.** Garment, Rug and Drapery Dyers. Prompt Service, quality work. Michigan's most modern dye house. 3943-12

**AMERICA'S FINEST GARMENT DYEING.** Serving several thousand CLEANERS FROM COAST TO COAST, wholesale only, since 1917. Our large three-story plant is modernly equipped, and our high-grade dyeing will prove an asset to your business. **KRAN-MER** is a money maker for the cleaner. Send us a trial and be convinced. **KRAN-MER DYE HOUSE, 2435 North Third Street, Milwaukee, Wisconsin.** 4098-12

## FUR STORAGE VAULTS

**FUR STORAGE VAULTS** bought and sold. Exclusive and Confidential listings. All locations, 100% propositions. Frank Deutscher, 16 Court Street, Brooklyn 2, New York. PR 2-1332. 4062-21

## MISCELLANEOUS

**MAKE CLOTH COVERED BUTTONS AND BUCKLES.** Serve your customers and save headaches. MAXANT BUTTON, 121 S. Morgan, Chicago 7, Ill. 147-8

**PADS, COVERS, FLANNELS** for laundry and drycleaning presses. Write for price list. FRANKLIN TEXTILE MILLS, Dept. N., Franklin Park, Mass. 3127-8

**KEEP YOUR CUSTOMER LAUGHING**—with TWADDLE—the funniest little publication in America. They'll love TWADDLE. Give your customers a copy each week. TWADDLE holds old customers and makes new ones. It's a "natural" for drycleaning. Slip a copy in your customer's pocket every week. Best goodwill builder in the nation. For information write to TWADDLE, Box 184, Pine Bluff, Arkansas. 3445-8

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# Advertisers' Index

## A

Adco, Inc.	67, 68-69, 71
Advertising Council, Inc., The	116
Almore Dye House	123
American Cancer Society	117
American Laundry Machinery Co., The	14, 47
Ames Iron Works	135
Anderson-Fritchard Oil Corp.	118
Arrow Fastener Co., Inc.	138
Arrow Manufacturing Co., Inc.	57

## B

Behrstock Company, L.	138
Berlow Manufacturing Co.	126
Bertsch & Co.	139
Bishop Company, G. H.	37
Bock Laundry Machine Company	137
Bussard & Son, R. D.	134
Butler Manufacturing Company	95

## C

Caled Products Co., Inc.	89
Chevrolet Motor Div., General Motors Corp.	8
Cissell Mfg. Co., Inc., W. M.	81
Cleaners Specialties Supplies Co.	133
Clinton Products Co.	136
Coates Electric Mfg. Co.	131

## D

Darco Dept., Atlas Powder Co.	9
Davies-Young Soap Co., The	35, 97
Davis Specialties, Inc.	19
Defrex Corporation	115
Diamond Alkali Co.	16
Doctor Boiler, Inc.	138
Drew & Co., Inc., E. F.	82
Dryco Corporation	31

## E

Eaton Chemical & Dyestuff Co.	79
Emery Industries, Inc.	41
Excelsior Machinery Co.	23

## F

Fabric Laundry & Dry Cleaning Machinery Corp.	113
Fumel Corp.	27

## G

Germain's Germacé Products Div.	111
Glover, Inc., Bill	98
Goodyear Tire & Rubber Co., The, Airfoam Dept.	13
Greenville Chemical Co.	120
Gross Machinery Company, Inc.	21

## H

Haertel Co., Walter	33
Hammond Laundry-Cleaning Machinery Co.	139
Hapman-Dutton Co., Dutton Boiler Div.	132
Hill Floor Machine Co.	99
Hollingsworth & Vose Co.	121
Hopkins Equipment Co.	63
Hoyt Manufacturing Corp.	128
Huebsch Mfg. Co., Div. of The American Laundry Machinery Co.	77
Huntington Laboratories, Inc.	136

## I

Ingersoll-Rand	20
International Harvester Co.	28
International Paper Co.	73
Johns-Manville	Second Cover
K	
Keystone Aniline & Chemical Co., Inc.	3
Kisco Boiler & Engineering Co.	136
Kohnstamm & Co., Inc., H.	45

## L

Lincoln Bag Co., Inc.	65
-----------------------	----

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## N

National Cash Register Co., The	4
National Cleaner & Dyer	59, 145
National Cleaners Chemical Mfg. Co.	61
National Life Insurance Co.	138
National Marking Machine Co., The	122
Newhouse Co.	127
New York Pressing Machinery Corp.	137
Nu-Pro Manufacturing Co.	107

## O

Olsen Filtration Engineers, Inc.	109
----------------------------------	-----

## P

Para-Lux Products Co.	65
Pellerin Milner Corp.	124
Pennsylvania Salt Mfg. Co.	11
Perm-Aseptic Corp.	139
Pittsburgh Tag Company	51
Pre-Marked Strip Tag Co.	92
Prym, Inc., Wm.	124

## R

Reliable Fur Storage Equipment Co., Div. of Reliable Machine Works	5
Resillo Co.	17
Riverside Manufacturing Co.	48
Rothleider Co., Mannie	134

## S

Soc-O-Matic Corp.	43
Spix Products Company	93
Star Service Hanger Division of L. A. Young Spring & Wire Corp.	3rd Cover
Stauffer Chemical Co.	29
Street & Co., Inc., R. R. 7, 22, 75, 85	

## T

Takamine Laboratory, Inc.	133
Tillary Container Co.	134
Time Savers	132
Troy Laundry Machinery Division of American Machine & Metals, Inc.	25

## U

Unipress Company	139
U. S. Chemical Company	129

## U. S. Hoffman Machinery Corp.

53, 87, 4th Cover

## V

Vanette Division of Universal Sales, Inc.	101
Vic Cleaning Machine Co.	26
Viking Pump Co.	135

## W

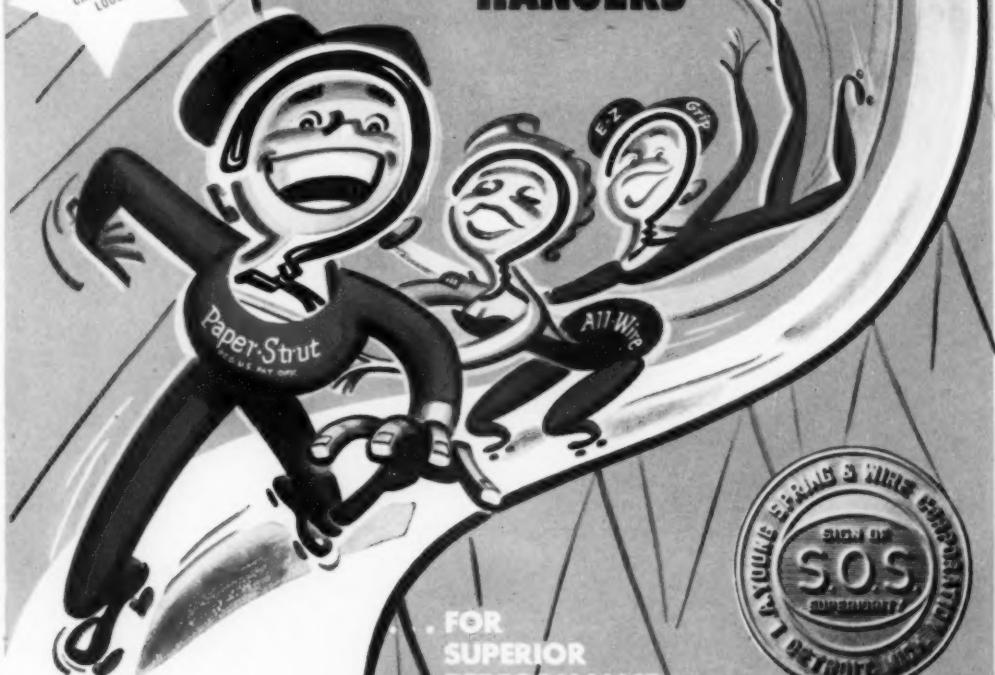
Wallerstein Company, Inc.	15
Warco Laboratories	133
Western Laundry Machinery Co.	49
Western Laundry Press Co.	91
White Machine Co.	137
Wichita Precision Tool Co., Inc.	34
Wilson Chemical Co., A. L.	125

## Y

Yarnall-Waring Co.	10
--------------------	----

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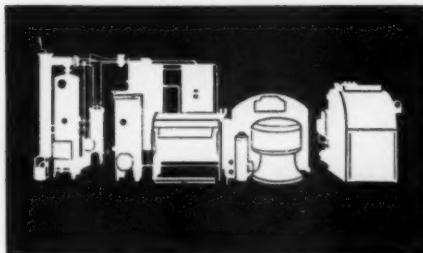


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